

Date Younger With Dignity **How To Date and Delight** **Younger Women**

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Secrets of the Irresistible Man

PART 1: **The Ten Irresistible Qualities** **of The Advanced Masculine**

Welcome to the second half of your life. The peak. The joyride.

This book is your initiation or, at least, a mark of your initiation.

The first half of your life has been one devoted to work, perhaps to raising a family, to being dutiful.

And now – while of course maintaining your obligations to work and children – I call upon you to take up the flag of your own life. Your own joy. Your own pleasures while you have life in you.

I do not believe we were put on this earth to suffer or to live lives of stale mediocrity.

And yet so many people fall prey to lives of the mediocre. Jobs they half-like, wives they half-love. Days they sleep walk through so they can at least get to sleep and perhaps dream of great pleasures and adventures.

Not you. Not now.

If you feel stuck, uninspired, blocked, if you have settled on dating women you don't find that attractive and have dreamed of dating someone luscious, light-hearted, beautiful – and yes, young – you will learn how to do that like a professional herein.

You will learn to do it with skill.

You will learn to do with finesse.

And you will learn to do it with dignity.

In every culture throughout recorded human history, there have been initiations – ordeals, tests and ceremonies to help men transition from one stage of life to the next.

It might have been a four-day fast/vision-quest in the desert to discover your totem animal.

It might have been putting your arm in a fire ant nest and having your limb bitten to shit, swelling for days afterwards.

Fortunately, those kinds of things won't be necessary here.

But this book is meant to be an initiation.

Maybe you were married a long time and are freshly dating again.

Maybe you have been dating your age but dreaming of a younger woman.

Maybe you've never allowed yourself the belief that younger women would find you attractive.

Or maybe you've never had the "cajones" or skills to date younger women.

This book is meant to be your initiation.

An initiation into the period in your life where you take life firmly in your hands and make of it exactly what you most deeply desire.

-Without shame. Without hesitation. Without cruelty or force.

But rather by offering the best self you can muster – in a language that is as powerful, as directed, as confident and as regal as can be mustered.

So it is understood by every woman you meet that you are the source of value, and that she is fortunate to be considered by you.

What Does It Mean To Be a Man?

Women are confused as to how strong and independent they should be or appear to be.

Men don't know how authoritative they should be. When does authoritative slide into authoritarian, when does "control" slide into controlling? When does compassion slide into being a doormat?

What does it mean to be a man in this culture, anyway? Do you have to kill something particular? Sell something particular? Fuck someone or a number of someone's in particular??

A little while ago I had lunch with the editor of Esquire Magazine, and the subject that fascinated him was what he called “the extended adolescence” of the American Male.

From *Animal House* to *The Hangover*, we, as a culture, celebrate the boy-man – drinking, partying, avoiding growing up.

-And why not? We all like fun.

Do we have to give up that fun self as we get older, as we pass into our 30s and 40s?

At what point do women stop admiring that kind of man? Do they want that guy they enjoy on the screen to be the guy in bed with them?

Do they want to entrust their bodies and their hearts to that guy? Do they want to laugh with you – do they want to admire you? Do they want something different? If so, what?

This Book is your answer to a lot of these questions. It's based on years of research, and has one aim for you:

You are going to gather up all the energizing parts of your younger self – the striving knight, the flirtatious prince, the explorer, the lover, the party boy, the hero – and weave them together into a powerful, mesmeric, integrated and well-articulated powerful masculine presence – so that you will naturally attract – online and offline - the highest level of woman/women into your life.

Consistently. Naturally. Effortlessly.

It's about being the unapologetic leader of your own life.

It is about stepping out of your young prince persona and into your far more powerful, far more attractive, full *Kingship*.

It is about putting (aside?) everything small or unfree about yourself and your desires, to create and enjoy the life you want, and that you have worked for.

It is about assuming the position of your Sovereign Self.

And about you realizing how powerful, magnetic and sexy that is for many younger women.

With the contents and instructions in this program, you will never again have to play games or dance around the truth – but rather, be directive, firm, confident, clear, organized and in all ways, *youthful* – without having to fake being “young.”

That may sound weird or esoteric right now, but I guarantee you – by the end of this book, you will have a profoundly new appreciation of your real gifts: your strength, your wisdom, your humor, your depth, your sensitivity, your ability to lead and to mentor, to order and to bestow.

Which are exactly the things that younger women appreciate in you.

You will also have powerful new tools to both hone and articulate these qualities, both online and offline.

You will learn how to be vastly more attractive whether, as King, you are looking for your one magnificent Queen, or simply to live out the advantages of being the king of a kingdom of many, many women.

Either way, as Mel Brooks said, “it’s good to be King.”

The Good News: You Are At Your Prime And You Have Massive Choice!

The core truth for you to own is that what is attractive about a man at 25 is NOT the same as what makes you attractive at 40, or 45, or beyond.

Yes, women want the fun guy who will make their life more exciting than it is and you most likely have many more resources than a kid of 25.

Moreover, they also want your wisdom, your solidity, your trustworthy guidance and your sense of being inspired. They value your experience; they find your social circle to be more interesting and more informed than their social circle.

In most cases, I find that men don’t realize the qualities that are attractive to women. They think because the culture tells ‘em so, that it’s the bling or the biceps.

It is not, necessarily.

I will show you how the world is currently IMMERSED in younger women who are seeking men who are older – not 50 years older, but 4, 10, 20, even 30 years older than they are.

More than that – with all the new sites that cater to younger women who want to date you – it is easier than ever to meet, date, travel with, and enjoy, women who want to be with you.

Let me lay out the types that I have known and observed.

- There are younger women who are smarter than their contemporaries and value a man of greater experience (grad students and college students especially)
- There are women who have great ambition to outgrow their towns, their families, their circumstances, and are eager to meet a man who can show them new worlds
- There are women who loved their dads and want to re-create the feeling of being protected and cherished by a man of experience
- There are women who had crappy dads and who never had the experience of being protected and cherished by a man of experience

In each case, you are in a wonderful position. You have the ability to give them what they most desire, and in the last case, to help heal parts of them that are hurting or missing.

[I urge you to take your role seriously, and take care of that last category of younger woman with particular tenderness, truth]

And of course, there are simply gold-diggers, what one girlfriend of mine calls, BBD Girls – always seeking “Bigger Better Deals.” You will develop a good eye for them if you begin to date younger women, especially if you live in a global city where wealth is visible.

You probably already know the early signs of a gold-digger. She will talk about shopping EARLY – likely in her profile. She will espouse and brandish high fashion brand clothing. She will comment on your car, your clothes, and your furnishings more than she will on your character, your humor, your stories.

Beware. If you have the money and you want to play that game – have at it. But play cautiously.

If you are playing with a true gold-digger, be careful about what you divulge about your businesses, your homes, your assets and your friends.

Given that caveat, let's get back to the real matter at hand – dating younger women who are actually interested in YOU.

Women Want – and Need – to Admire You.

The biggest secret of your attraction, as a man of greater experience, is that the kinds of younger women who are attracted to a man like you wants and very much needs to ADMIRE their man.

Below I am going to walk through the DEEP attractors that draw women to you, qualities that you probably didn't even know you already possess.

The point of this book is to help you sharpen up any dull edges you may have so that women do admire you.

-To help bring out the most effortlessly admirable you.

I want to start by breaking down admiration into its two key components:

1. You need to *embody* confidence
2. You need to *inspire* women by being inspired yourself.

I've been in the dating and in the attraction business for many years. I've seen every program and technique on how to attract women, from the most manipulative pick-up stuff to the deepest practices of spiritual communion.

And I have seen thousands of men over 35 – maybe never really successful with women and trying to get a handle on it, maybe newly divorced – trying the techniques taught to 21-year-old pick up artists.

My analysis of pick-up or seduction techniques is that they generally teach young men to *convey* the qualities that they want to actually *embody* – but do not have enough life experience to actually embody...

These qualities include things like: confidence, a sense of higher value, a sense of detachment from results, a certain cocky-funny ability to see the world (and women), with a detached humor and a sense that you are driving your own ship.

The truth is, a lot of young men don't actually *feel* these things, and so project insecurity and dependence, reactivity and neediness – and turn off women left and right.

So “pick-up techniques” give them a chance to convey the confidence and knowingness they hope to attain in a few years.

You are, by contrast, at a time of your life where *conveying being a quality man* isn't enough.

You are at the time of your life where you must **embody** these qualities.

Notice I don't say "be" – I use the word "*embody*" advisedly.

These qualities of confidence, and solidity, and guidance, and strength and protection must be present and palpable ***in your body***. -In your breath, in your posture, in your eye contact, in the way you move.

You must not only "know" these qualities in your head, they must be obvious in your body itself. As a man, you may not find this intuitive, but women will feel the difference in a fraction of a second.

This program will teach you specifically how to import these qualities from your head into the very cells of your body and hold them there, so that women will ***feel*** the difference in you, immediately and powerfully.

That's goal one.

The second goal of what I will teach you in this manual – and really I teach it in everything I write and create – is to guide you into be an ***Inspiring Man*** to women.

Actually, that isn't the ultimate goal – I'm lying. My ultimate, *ultimate* goal for you (as it is for me, by the way) is to continually generate the tools and support to live an inspired life yourself!

Not simply because you want to meet great women – but because ***you only have one life and you should boldly experience it in all its joy, adventure, depth and pleasure.***

It just so happens that women find a man who is vitalized, passionate, on-fire, adventurous, happy, outgoing, inspired and inspiring to be wildly attractive.

Women are but the reward. The main benefit is that ***this is your life.***

And I want you to live it inspired – energized, happy, purposeful. I want you to make a difference in this world, and make it better while you are making yourself happier.

So as you dive into this program, I want you to reinforce in your mind, soul and body the following statement. Say it out-loud. Post it on your bathroom mirror. Tape it inside your wallet, because it is the key to attracting and inspiring the devotion of the women you seek to have in your life...

I am committed to living an inspired life.

*Women are naturally and profoundly attracted
to men who live an inspired life.*

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Because THAT is where we are going here.

You see, Date Younger With Dignity is a sneaky program.

You might have invested in it to get quick, effective ways to meet and attract younger women, online and offline.

You'll get both of those. In droves. Don't worry.

But you'll also get something so much more.

***You are getting a guidebook to living your life
to the fullest – so that you thrive and live an
extraordinary life.***

It's important to remember that you are not alone. You not only possess your accumulated wisdom from your own life – but also from all the lives of other men who have come before you, including our ancestors.

It's essential to remember that as a man coming into your fullness, you are living the same story, more or less, that untold men have lived before you – and that many of your brothers are living right now.

The difference is – you have access to their stories and their lessons (you'll get them here).

You have access to the lessons I have learned, and thousands of other men have learned – so you do not have to repeat others' mistakes.

My challenge to you is – what can you learn from these stories? How can you learn from their mistakes, and how do you stand on their shoulders to achieve the ultimate level of attractiveness that will bring the women you want into your life – and attain the life that you actually, really, deeply, boldly want?

All you need to do is commit to learn, apply what you learn, and grow.
Here we go...

CHAPTER 1 The “Sexy” Qualities of Your “Kingship”

*“The good and generative king is also a good **warrior**, a positive **magician**, and a great **lover**.”*

As a 35+ man, you are passing into the next phase of your manhood, the time of your full power. Wise. Vital. Sexual. Potent. At your peak.

You entering the time of your Kingship. It's up to you whether or not you take the throne.

You Are a Warrior

I want you to think of the King as a kind of energy – a kind of generative (i.e. sexual/creative) father, or at least paternal energy – the nurturer, the protector – in any or all of its many forms.

The buck stops with you.

You are the holder of ultimate responsibility in your life. You cannot blame anyone for anything. And to do so seems not only unseemly, but unforgivably... young.

You've got the scepter in your hand and this is how you want her to perceive you.

You've got the power to create your life and your surroundings, so unlike her, and so unlike younger and lesser men.

Own it.

You must step into this role firmly, with both feet, and become the one on whom people can rely.

Whatever else you are, this ultimate ground of responsibility must be your foundation.

If you do not build that foundation, very few will rely on, or trust, or be attracted to you at all.

Because few things are less attractive than a 35+ man who blames others for his situation. Want to know why? Because, whatever the details may be, it sounds like a boy blaming his father.

It is easier to step into this role if you had a good role model when you were a boy.

I was lucky.

Growing up, I felt my Dad was there for me. When I screwed up, when I needed help or advice, even when he disagreed with me – I knew that he loved and supported me, and that he would bring wisdom to any decision. I often didn't

want to hear what he had to say, but even as a fast-moving and mercurial teen, I knew he always stood for honesty, integrity, patience and steadfastness.

And inside, though I didn't want to admit it, I knew he was usually right.

In my chaotic early life of adventure and discovery, he was my rock, the guardian and the keeper of order for my whole family and me. His "kingship" provided the stability for me, and my brothers and sisters to go out and explore the world safely.

I will show you how to carry yourself as youthful, how to speak and live youthfully, no matter what your age.

But through it all, you must be the king of your life.

You Are a Magician/Healer

Now, what exactly does this mean – the "magician/healer" of this kingship thing?

I want you to consider a new power within your grasp – that of transformer. - Because you have the life experience to transform the lives of young women who come into you life. And clearly, you want to transform their lives for the better. Give them a great experience. Fun. Adventure. Open new doors for them. And if and when you move on, leave them better for having known you.

Psychologist John W. Perry did pioneering work where he discovered the power of the image of the "King" to heal schizophrenic patients as a character appearing in dreams and visions, rising from the unconscious.

He described how the "King" would rush up from the depths to order their minds and mend their worlds when everything seemed chaotic and divided. According to Moore and Gillette, authors of King, Warrior, Magician, Lover...

"There was something about the King -- in ancient times and in the dreams and visions of his suffering patients -- that was immensely organizing, ordering, and creatively healing. He (Perry) saw in their visions the ancient mythic battles of the great kings against the forces of chaos and the attacks of the demons."

Ask any woman...

Bringing order is sexy. Strength is sexy. Being in control of your environment is sexy.

How about you? How do you embody these qualities now? And what can you do to embody them even further?

What we are going to do here, is to break down the qualities of the powerful king – what you really need to be at 35+ -- and why each of them is essential to your ultimate, irresistible and effortless attractiveness to women of every age.

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Irresistible Quality #1

Making Her Feel Safe is Sexy

One of the greatest gifts you can give to younger women is to make them feel *safe*. We take safety for granted as men because we have physical power, and we are wired to solve problems.

Even if we are deluding ourselves about our physical power and our ability to solve our problems (!), our subconscious MALE mind tells us that in a pinch, in an emergency, we can handle shit. We can fight to survive -- and if it comes to it, we find a masculine pleasure in the idea of the honor and glory in going down fighting.

On the whole, this isn't true for the ladies.

Generally, women are wired to experience more deeply what's happening in the moment, more so than "solving" experience and moving on to the next problem.

Generally, they do not find it pleasurable, or natural, to *fight* to survive. And they generally find no glory in the fight – if they have to do the fighting. But they find it sexy to be protected and made feel safe by you.

More importantly, because they did not evolve as hunter/warriors, they are not confident that if they fight, they will survive. So more often than not, *they look to you to provide as much order and safety in their world as possible*, so that they may be the thing that **does** give them pleasure...

... which is to be the vehicle of love they are wired to be.

When you give a woman the **context of safety** (emotional, physical, and yes, financial), she, in general, will be able to better relax and self-express herself as love – as an artistic creator, girlfriend, wife, a nurturing mother, better connected to her own friends and family, more confident and creative at work or in ambition, or even something as simple as creating a beautiful home.

I say this often because it is a **secret** that is essential to understand: always realize that a woman's desire to create beauty – whether on her body, or in her home or in relationships – **is an expression of her desire to give and create love in the world.**

This is a core desire of hers and should never be denigrated. In fact, it should be consistently celebrated by you -- at both the dating and relationship phase.

Practice: you can never go wrong by complimenting a woman on her evident “big heart.” If she tells a story about her work, family or even a pet (!) – if you can comment, “You really have a big, loving heart, don’t you?” You will rarely get a “no!” The more she feels acknowledged by you about her loving core, the more will be grateful and attracted to you – and more willing to share it with you.

So, your first role as the King archetype (or leader, or alpha) is to help to create safety through *order* in her world.

There are many ways for you to do this – and these will make a woman feel safe, and allow her to **relax and open** into your strength.

Practices: Tips on Creating A Sense of Physical Safety:

- a. Walk on the outside of the sidewalk, closer to passing cars.
- b. In fact, place yourself bodily between her and any “danger” including: creepy guys, menacing guys, rumbling trucks, big dogs – no kidding, you’ll be amazed how deeply women will feel this subtle “protective” instinct in you.
- c. Take her hand when stepping over a curb or while descending or ascending stairs.
- d. Keep your word on the smallest commitments – call her when you say you will, and show up on time.
- e. Have a Swiss Army knife and a flashlight handy wherever you go. (I keep them in my car. Leave the knife home on flights, but buy one “there” if you travel together.)
- f. Get some training in boxing or the martial arts – especially jiu jitsu - chances are you’ll never have to actually use it, but it’s a turn on, to a woman, to know that you can handle yourself in a fight, especially to protect her and to know that you are ready to do so.
- g. Cap your anger. If you tend to be reactive, to fly off the handle in traffic or over some small slight, rein it in.

Those are the foundations of physical safety. You'll notice keeping your word is on this list. That's because it's a hint of what's coming now: the true "sexy safety" a woman feels from you will come from your character. And that starts with trust-ability...

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Irresistible Quality #2

Your Trust-ability is Sexy

Trust-ability is simply a container you create that allows a woman to relax when she thinks of you, or when she is in your presence.

Trust-ability goes beyond "not lying." It means keeping your word. And it starts right now.

Starting this instant, yes right now, today – cultivate *impeccable trust-ability*. Do it with the smallest things, such as keeping your appointments. If you tell a woman you will be with her at 6 PM, do not arrive at 6:01. This may seem obsessive, but in fact, it creates the level of absolute reliability that will allow a woman to relax.

It gives you the practice of being the King ***whose word is law***, rather than the prince who is at play in the world. Remember – the prince can play, and frolic, and break trust at his whim because he knows that the powerful King is standing behind him, with all his might, to bail him out. The King is behind the scenes to forgive and excuse the prince.

However, as you grow into your 30s, and 40s and beyond, no one is standing behind you but you. And no one, women especially, WANT anyone to be standing behind you.

They want *you* to be the center. The rock on whom everyone *e/se* relies. The center of the moral universe.

She wants to see that you are trustworthy with others, in your family, in your business; that you keep your word across the board.

If you do not, she will know that, sooner or later, you can't be trusted with her. No matter what you say, your actions will tell the truth.

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Irresistible Quality #3

Your Integrity is Sexy

“ I love the man that can smile in trouble, that can gather strength from distress, and grow brave by reflection. 'Tis the business of little minds to shrink, but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death.”

- Thomas Paine

The root of the word *integrity* means “one” or “oneness,” as in the word “integer.” What does this look like? It means that your words and actions reflect each other in such a way that you are living your life as a whole, not as a chaotic collection of fragmented selves. It means you “walk your talk.”

One of my favorite teachers, Allison Armstrong, makes a point of this excellent little formula:

*“Men require authenticity from women;
women require integrity from men.”*

What does that mean?

It means that we rely on women to genuinely **feel** what they feel and let us know what’s going on. Because we are often blind to their feelings (and ours), and they can supply the function in a relationship of keeping us both closer to our hearts’ true yearnings and what is paining us. Their authenticity in feeling is necessary – even when it annoys or makes demands on us.

As guys, we tend to just repress confusing or disruptive feelings, and focus on solvable things like work, or engines or stock trades. It’s good when one of you is the heart and the other is the spine in the relationship, more or less, with plenty of room for sharing those responsibilities.

Let her be *authentic* – feel what she authentically feels (even if it doesn’t make sense to you) and then allow her communicate what she feels to you -- so that you first know what’s going on inside of her – and then after, you can make a decision on what to do – or not to do.

If she’s lying to herself or lying to you, if she’s not mature enough to feel her own feelings authentically or too fearful to share them – you as a man will be like a racing car with no steering. You, trying to **drive** each other’s happiness, will be crashing into every wall you find.

Encouraging Authenticity Practice:

When she tells you what she is feeling, listen!!!! Don’t solve! If you have set the context by establishing your clear integrity from the start (explained below), she can now safely express her feelings. But it’s a three-step process...

1: Once you have listened without interrupting or “reacting”...

2: And once you reflect back to her what she said *without interpretation so that she feels 100% heard, validate her feeling. That's your preliminary step.*

3: Only then you can dig deeper. When did you start feeling this way? Have you felt this before? What triggered it? What would help make you feel better?

Women give you a gift when they tell you what they are authentically feeling. It allows you to show that you appreciate them by simply listening (an easy win for you!), and it clues you into what you can do to help create more happiness for her.

But there is a catch...

If you are not in integrity first, her authenticity will be wasted and you will lose her respect. By integrity, I mean that you know your core. You know what you believe in and what you stand for. And you stick with it, no matter how strong her “feelings” might call for something else.

I am not here to tell you what your belief system should be, only to say that you SHOULD have one. It doesn't mean that you are rigid or an asshole about it, it just means that you have a CODE.

-One that a woman can and should respect.

For instance, I won't be in relationship with a woman who is a habitual complainer. I choose to surround myself with people who don't get off on victimhood as a strategy of getting sympathy for feeling (temporarily) better about themselves.

I choose people who are active creators, who look with clear eyes at their life and find strategies to improve it if something's off. If you hate your job, find a replacement or start your own business. If you hate your boss, move. If you don't get along with your father, find a way to communicate, or set boundaries on how or when you communicate. Set clear boundaries. Take control of your reality.

Now, if that's my talk, I gotta walk it too. And if that is part of my code, then the woman I'm with will know that from the beginning.

I don't indulge in victimhood, and I won't accept it in a relationship. And if she does complain, I redirect her – reminding her of my code.

If she's got a complaint about me, I'll say, well, let's turn your complaint into a request. If it's something I can do, I will, but if it's not aligned with my priorities in life, I won't.

I'm in integrity with my masculine code.

If I have a work deadline that is essential, I will hit it. If I have a commitment to develop a skill-set or take care of my health, I will stay committed.

You may think she may hate you for it but if she does, it will only be for a flash-second. What follows is sexy-submission.

Because here's the secret of what she knows that you may not:

If you don't have the strength and integrity to stand up to her, how can you possibly stand up to the world on her behalf?

Keeping integrity with an internal code that doesn't bend for anyone (including her) is sexy.

It's what she wants from her man.

Confronting her with high direction (without scorn or ego) is sexy. She will respect you all the more for it. And she will want to please a man who is a rock of integrity.

Because she knows she can count on you.

Here's a practice for you to shore up both your aura and embodiment of integrity:

Integrity Practice 1: Under-promise and Over-deliver

Want to lose credibility with a woman in an instant? Tell her you're going to do something – meet her somewhere, call her by a certain time, give her a certain experience, work out a specific number of times a week – and then don't do it.

Women *magnify*. If you deliver what you promise, that magnifies your trust-ability and solidity in her eyes. You don't deliver it diminishes you, and she gets put "on guard," and subconsciously won't trust anything you say.

So be careful what you promise. If you have doubt about your ability to deliver something on time, then don't promise you will. Make it conditional from the start – or better still, don't vocalize it and just deliver it.

A lot of young men want to be heroes – so they talk big, they promise big. And in many ways, they believe they can deliver. With testosterone levels burning high inside, they believe they can do anything.

One of the marks of the mature masculine is being judicious. You only promise what you can deliver. -Because you know that actions talk and bullshit walks.

So this is a key indication of your mature masculine.

Now, would you like to give yourself the extra edge? Win easy points? Here are two more Practices to help you do that:

Integrity Practice 2: Create Easy Trust-ability Victories Early On

Promise you will do something small, and do it. This will create a bedrock of “delivery” experiences and, believe it or not, immediately separate you from other guys, many of whom women have discovered are “flakes.”

I told a first date I was going to bring a football and test her throwing arm on the beach. Sure enough, I showed up with a football – she was delighted and thought it was hilarious as well as weirdly sexy.

If your girl mentions she loves chocolate, say you're going to bring her a special chocolate next time that she's going to love. Then find a great local gourmet chocolatier and show up with a special morsel. Or better yet, on your next date, build in a “surprise” visit to a gourmet chocolatier shop or counter.

Little victories. Deliveries on-time. Little “trust bombs.” Build your track record. (This is also useful for when you screw up later and forget something important! She may forgive you because you delivered last time.)

Integrity Practice 3: Over-deliver

This principle is really the same in business – you want to create goodwill with your customers, so you give them even more than they paid for.

For example, some restaurants will give you tasters of some chef's specialty while you're waiting for your meal. A merchant might throw in an

extra “unadvertised” bonus. A rental car company might give you a free upgrade if you’re a good customer.

It builds trust and gratitude. On the personal level, if you volunteer to pick her up at the airport and she is expecting you to pick her up at the curb, get there 15 minutes early and meet her inside as she disembarks. Have a bottle of water, some chocolate or a snack for her if it’s been a long flight.

These are simple things, but they are trust-building – and adoration-building. She can count on you.

Of course, this can create expectations that you will always over-deliver, so remember that before you go overboard. Do what you can consistently do.

Before we move on the next category of “sexy,” I want to point out a potential challenge to communicating your “integral” nature and how to fix it.

Integrity Practice 4: Eliminate “Woulda-Couldas” Forever

Chances are you went to college, where you were encouraged to experience all kinds of new activities, and passions, and hobbies, and interests and possibilities – but as you grew into adulthood you discovered you don’t have time for everything that you enjoy.

Men didn’t use to have to deal with multiple possibilities. It was – go into your father’s business or ship off to sea! What happens now, underneath the surface, is that you tend to develop frustrations or unfulfilled yearnings in your day-to-day life.

It might sound like this – “I could have been an artist...I could’ve started my own business but I missed the door of opportunity...I could’ve been making more money... ..I’m in a job that isn’t really me, I’m so much better than this...”

It’s been decades or centuries since men grew up in a village with limited possibilities, with a limited horizon of vision. Part of becoming the King in our new world of unlimited possibilities is to gently release the possibilities of the other lives and other relationships you “coulda” had.

My dad repeatedly told me, and I hated hearing it, that “you can’t have everything.” Naturally, he was right. Choosing one thing means you are necessarily turning down other things.

So stop complaining that you could have been this or could have been that. Choosing to be a King means that you are leaving behind the kind of schizophrenic jumping from identity to identity of the prince at play.

Becoming a King means deciding what are the CORE passions of your life and mastering them – and letting the lesser ones go, like balloons into the air. You may love those balloons, but you’ve got to let them go and wish them well.

You must show that you are relaxed into your choices in life.

And if you are sincerely not happy with your choices and the elements of your life – don’t complain. Just change them. -Even if it means massive change. Just choose. And commit.

It may sound like an overstatement, but a real man, a real king, doesn’t hope. He **plans**. The difference is that the first way is dis-empowered and the second is empowered.

The prince whines. The king acts.

When it comes to attraction with women: no complaining, no bitterness, no jealousy of other men’s lives.

Just choosing. Acting. Committing to action. And excelling at your choices, step by step, day by day. Excelling at your core passions and activities.

What does this require? With the Internet, with 500 channels of shit on the TV to choose from, with all your Facebook “friends” – your life can easily become a swamp of distractions.

Eliminate distractions. They weaken your brand, dilute your sense of focus, excellence and ability to exert steward-ly kingship over your realm.

Decide now: what are 5 core values of your life, and how do you support, nourish and act on them?

- 1.
- 2.
- 3.
- 4.
- 5.

Now – if there are any ways in which you are detracting from living your core values – in either speech or action – let them go.

Know your integral core. Act on your integral core.

Flawlessly.

*

Irresistible Quality #4 **Being The Hub is Sexy: Take The One Seat**

There's something you notice about a King...

He sits in a throne at the *center* of his palace. If you have ever been to the Forbidden City in Beijing, you will notice that there are several outer courtyards that a courtier would have to pass through in order to reach the King.

The same set-up was designed by King Louis XIV – people spent an entire day in preparation before they could finally enter his inner sanctum and make their offering or request.

You will inspire order and safety in your woman when you sit in the central throne of your life – which means you welcome people into the zone of your authority rather than run around seeking validation or authority from others.

This applies to your (1) physical space, (2) your social space and (3) your emotional space – and can be applied at the simplest and most everyday levels.

Physical Practice: Being at Center

On the physical level, you're not the one who flits around at parties. Ideally, you stay put and greet people who come into your space. Plant yourself at a well-chosen spot where there is some traffic, but you clearly "own" the space. Welcome people as if you literally owned the place.

In Hollywood meetings, executives notoriously have the chairs arranged so everyone else is crunched together on a low couch facing him or her, who sits alone, in the center, in a grand chair.

When I agreed to go on the ABC dating show, "How To Get The Guy," I did it on the condition that I would not do anything that was against my principles or would embarrass me. Partly because I knew my kids would make merciless fun of me if I looked stupid on TV!

The producers of course agreed, then of course immediately went against their word. I was supposed to meet the woman on the show who found my online profile and selected me -- on a beach in SF. They told me they

wanted me to hold a picnic basket and walk along the water. Then, when I saw her I was supposed to go running up to her.

I refused. I told them that was not masculine. They told me she was the star, not me, so it had to be that way. I refused. I said I would spread a blanket, have the basket ready, and would stand as she approached and welcome her into my space.

For an hour and half, they kept her in the van while I wrangled with them. Ultimately, I won, and when I told her the story later of why she had to wait so long in that stupid van, she agreed that it was a much more powerful way to meet and loved me for standing my ground. It turned her on.

Welcome women into your space, don't run into theirs. You choose the location where you meet. You create the nest and invite them in. By the way, that doesn't mean not standing. Stand graciously. It is a sign not of weakness, but of cherishing the feminine.

Social Practice: Being at Center

On the social level, become the hub of social activity. This means you organize the world around you. This means you host regular networking events, or parties, or social events. You don't just attend the events of others. Here are some ideas to kick-start you. Do them!

- h. Create a local social group (or many) and have a monthly get-together at a cool local hotel bar. It can be just a social group, or it can be build around a shared passion. Start with the question: what do you love? Great wine? Cooking? Mountain biking? Heavy Metal? Progressive politics? Best choice here is create a social group that will attract the type of women you like. You can use Facebook to create a group, or www.Meetup.com or any of your social tools.
- i. If you're in a cool biz, create a networking group for that biz that meets at a cool bar, wine bar or hotel bar.
- j. This one is simple. Create a cool, hip "Happy Thursdays" kind of party group that gathers at a different cool location in your area for cocktails. This has the extra fun of getting people out to discover new haunts. Here's how: create a group page on Facebook – and give it a playful name like "The Westside Wanderers," "The Downtown Dive Bar Daredevils," "Seek and Ye Shall Vine." Then, starting with

friends of yours, invite them. Then look at their friends' lists. Identify both men and women in the cool, hip age group you are looking for and write something like: *"I see you're a friend of Jenny Anderson too. You seem like a cool, fun person and I think you'd enjoy our second Thursdays roving cocktail party – here's the page and we'll let you know where our next party is. Come join us on the 17th at X. Make sure they join the group page so you can blast everyone at once with invites.*

This process will snowball as you spider out into friends of friends. Post happy photos of beautiful people having fun at your events at each event. If you want to really do it right hire a photographer – or at least assign the job to a friend – so that you get the kind of photos of happy boys and girls that will be an incentive for an ever higher quality of new member. Expand your list daily. Send out 5x more invites than you expect will attend, and you will find yourself with a new social and party circle that will keep growing – with you at the center.

Emotional Practice: Being at Center

On the emotional level, the goal and the practice here is to wean yourself from requiring the approval of others in order to experience self worth:

Keep an eye on any moments when you are seeking approval – from men or for women – and gently note that aspect of what you're doing. Remind yourself you are perfectly worthy without this person's approval, and gently commit to yourself to stop seeking approval in this way. Notice I use the word "gently" twice. This is a process that requires time and self-forgiveness.

When you are at the "center" of your self-worth, you will be infinitely more sexy. The trick is to not merely "believe" this, but to put it into practice, by halting any behavior that seems desperate for approval.

Persist, and don't beat yourself up. Brent Smith, the great dating coach, often says, "the difference is indifference." Women tend to be more attracted to men who don't give a shit what others think of them, and who do what they are called to do, regardless of others' approval. You cannot order your woman's world or garner her admiration if you are a suck-up to her, to women or to other men.

It diminishes the solidity and safety of you.

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Irresistible Quality #5

Your Ability to Order Your World is Sexy

What is the first thing that Adam did in the Garden of Eden?

He named the animals, which provided order and classification. This happens to be an archetypal masculine thing to do. As men, we like names and categories and numbers. We like measuring. We like keeping score. We are good at organizing knowledge, which allows us to compartmentalize crises in our minds – allowing us to function in the midst of stress.

So, one very important way you can demonstrate to women that you are a “slayer of chaos” – I know, it sounds like a metal band -- is to create order in your own life. What may seem like small things to you, such as dishes in the sink, socks on the floor, papers strewn around your living space – may tend to magnify in a woman's eyes, may convey to her that you are *not* a force of order – therefore not a bringer of safety.

There are, of course, larger indications that you are not a bringer of order; and one of those is messiness in your personal relationships. Now, there are some people you will never like or be buddies with – including your ex.

But there is a difference between achieving internal peace with old conflicts, and being the man who continually and repeatedly rages against others -- including your ex (!) -- thereby giving others power over your internal order.

I saw an extreme example of this the other day, right here in LA – a car with the license plate: “IH8MYEX.”

No kidding. So what is your initial response to this guy? At first you might laugh. Then you might think, “Wow! This guy must’ve had a nasty divorce, probably paying through the nose.”

But ultimately you’re going to think: this guy is so lost. He is totally stuck in the past. He is carrying a huge grudge and is weak. He wears his bitterness like garish body paint. His focus is on the negative, and he obviously gets off on feeling like a victim and on his sense of injustice and rage.

In short, he’s a mess.

Not very attractive.

If your internal world is messy, if you are feeling rage at others, handle it. Act on creating balance of justice if there has been an injustice done. If there is nothing more to do and you are just raging – get help.

Take action and get a therapist, a trained coach, or a sustained relationship with a spiritual teacher or practice. I personally believe that a good friend who can reflect you, and call you on your shit, is more effective than meditating on a cushion.

A spiritual practice – going to church, meditating, yoga, martial arts – will give you a sense of discipline and help you create a sense of order in your priorities and intentions – all very important.

But these things do not give you another man who can wrestle you into truth. And it is my experience that there is nothing as powerful as having another man, who is as committed as you are to the journey of self-mastery, to bold, fearless open-heartedness in your life, to help you achieve the kingship that you want to be embodying. It is my experience that you need a man, or men for this.

I've sought out men like this. Men who could refine me. Not just friends, but also men's groups. I'll be honest – I was very hesitant at first. When I started out, I was afraid of being exposed. -As a fraud, as weak, as less than I should be. But once I started getting involved in deeper men's works and practices, I realized – damn! Those are exactly the things I want to get rid of, and here was a place to iron them out.

Here are some great resources for men's work where you will meet men who are devoted to handling their inner shit, letting go the past, and even increasing your presence and attractiveness to women.

The Guaranteed Girlfriend Program – is my private, elite coaching program for men who want to get the A-Z on how to attract and deeply inspire one great love for a long-term intimacy. To apply, you only need write me at www.GuaranteedGirlfriendProgram.com

The Mankind Project – this organization does some of the best work around on refining the new Masculine. Especially good for anyone who feels they want to sharpen their warrior. I have done a lot of this kind of work, but haven't done their workshops yet. But I will. For Accountability, Authenticity, Compassion, Generosity, Integrity, Leadership, Multicultural Awareness, Respect - www.mankindproject.org.

David Deida - what can I say about DD? He's a crazy master. You must read The Way of the Superior Man no matter what – just go order it now if

you haven't already. And I recommend Blue Truth as well, which is one of the three most life-changing books I've ever read. Go his workshops if you can. He teaches at the Omega Institute sometimes and other locations. I produced several large workshops for him and, may or may not, in the future. They are life-transformative. Check them out- www.Deida.info.

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Irresistible Quality #6

Your Generosity is Sexy

The King not only orders his realm but – this is key – he helps it *thrive*. Call it generosity, call it beneficence, call it nurturing, but the important thing you must take on is this:

***The more you can help the people in your world thrive,
the greater your Authority and Attractiveness as a man.***

Generosity is the King's power to bring blessings to your realm – your family, business environment, neighbors, community.

But it goes deeper than being just a nice guy. Follow me here, because this is important...

There is a specific way of connecting Generosity to your Attractiveness – of leveraging your generosity into an archetypal grandeur.

And that is this: you not only bring good things, but these good things are part of an intentional bettering of the order you bring: in other words, your strategic generosity creates what the Buddhists might call "Right Order."

You can call it Aligned Order, or Integral Order. It is part of your wisdom, part of your plan – it is part of your alignment with a bigger picture.

In traditional or mythic terms, the King's own life represented the order of the universe, and when his life and his actions are aligned with the truth of the "universe" – when he is just and wise – the universe, in turn, provides. Crops grow. The people prosper and propagate.

This is what mythologists mean when they call your Kingship aspect "generative." It's kind of a big idea, but its powerful – and real:

Life literally generates anew around you because you have aligned those around you with the generative power of the universe.

You are the pass-through from universal abundance to others. You are the conduit, the vehicle of delivery. Goodness pours through YOU to reach others.

A practical way of putting this is – the more you help the people around you thrive, the more you are aligned with whatever power in the universe sustains life.

Note, this isn't the power to control others; it's the power to **empower** – which is far sexier.

We'll talk more about this in a minute when I get to mentorship as one of your key leveragable attractors, especially when it comes to turning on younger women.

Be generous in your wisdom, your advice – but not necessarily in your cash.

Generosity Practice: find a way to mentor. Could be an inner-city kid, could be college students. Could be a class you set up through a local bookstore or community college. If you want to find a way to meet young women, speak at women's entrepreneur's groups or professional groups. Give of your wisdom. Cultivate your giving from a place of regal beneficence.

Get comfortable being the **source**.

Irresistible Quality #7

Your Ability To Fearlessly Tell the Truth is Sexy

Do not shy away from telling the truth. But there are at least two ways to do it and you'd better know the difference...

One of my favorite teachers talks about the ability to switch between offering truth as a sword, and offering it as a flower.

Truth as a sword may hurt at the start, but it serves deeply over time. "I don't feel like you're being honest with me." "You're coming off as inauthentic." "You're putting up a front, and it's not believable."

Truth as a flower is easier to handle for most people (though most people find the compassionate sword-wielder sexier).

Flower Version: *"I can't feel who you really are. I know you have a sweet and open heart, but I find this front you put up to being a mask to the real you."*

Sword Version: *"You're full of shit."*

Can you speak truth to your friends, to your colleagues, to your woman? Can you be the "loving abrasive" that people need in order to refine themselves. Can you call your friends on their shit – tell them they're being selfish, or abusive or acting out, hurting the people or the business they love?

Can you take the pain of risking offending people while serving their best good by standing in the truth?

Are you willing to risk a friendship over it?

A servant is not willing. A serf is not willing. A subject is not willing.

A king is willing.

And a good woman will admire you for this. When we are young, we tend to value people liking us as we are trying to make it upwards in the world. You need the beneficence and favor of Kings.

But one sign that you are coming into your kingship is that we value truth more than being liked or approved of. Again – it shows that we don't need the favor of kings. We are the King.

It becomes more important that we stand on our word, and that truth is served, order is served. Even if that means people don't like us in the moment.

How does this translate to meeting – and then growing the devotion of – a woman?

At the start, don't shy away from showing your sword of truth. It's a way of establishing the boundary of your integrity right up front. It's also your way of showing that you have no fear. That you are utterly in control of the situation, results be damned.

I met a blazingly beautiful, sexy, confident woman online, we sat down and she started telling me about the men she had met and dated only once or twice – how they were intimidated by her because she was sexy, strong, witty, vital and fun. Essentially, she had more life energy than they had. So I said to her: "What you're telling me is that you are looking for a man who has a bigger cock than you." She nodded with a great smile – and that was the beginning of a beautiful relationship.

She might have been offended by that, but if she was, she wouldn't have been the girl for me, anyway. I got it right on the table, right up front. Not my cock, but the metaphor, my comfort with sexuality and language. It was a filter.

Another example. I met a young woman on a cruise ship – exquisite, furry boots, miniskirt, cowboy hat – who was sitting on the upper deck having a glass of wine alone. I said hello, and asked her what brought her here. She told me that and ex boyfriend who hadn't yet shown up invited her. We had 30 minutes to departure and she couldn't reach him. I told her straight up: "I hope he doesn't make it." And I meant it. The sword of truth. No creepiness, no smirkiness – just directness. It was the beginning of a beautiful relationship and one of the sexiest, happiest weeks of my life. She later told me it was my confidence that first attracted her to me.

If you feel that it would serve a woman to let down her guard or "show," go ahead and say what needs to be said. If it's true, say: "You don't have to try so hard. I like you for you."

I have told women that they were projecting their past relationships on me, thus undermining ours. I have told women they needed to stand up to their mothers – that the verbal abuse had to change or she would cut off all contact. I have been a STAND for myself and a STAND for my woman. And it always served both her and me.

Even at the risk of our relationship.

Do not shy away from telling the truth. Tell it like a flower when she is vulnerable or feeling unsteady, but do not be afraid to pull out your sword and tell it straight.

Sometimes that's the only way you'll get through.

Truth is power. Truth is sexy.

Irresistible Quality #8

Your Fair, Considered Judgment is Sexy

A good King is the ultimate judge in the land. He is where the buck stops -- the ultimate arbiter of what's good and fair. He is the one who can understand, empathize with, and especially *articulate* all sides of an issue – and then make a decisive call.

These are the marks of a leader.

Name-calling, flying off the handle and all forms of adolescent *reactivity* to provocation are the marks of fiery youth. And, hell, youth *should* be fiery.

They are full of passion, and revolution, and protest and self-certainty as much as they are full of testosterone. But the archetypal substratum of all this storm and fury, remember, is rebellion against the father. The young man has to – HAS TO – individuate against his father. He needs to establish his own identity and will make all kinds of noise to do so.

You no longer have to do this. Nor should you EVER be perceived as having to do this.

You are the calm center. You are not thrashing against a father figure. Doing so will make you appear weaker — and, after 35 – more feminine.

Can you imagine James Bond getting all hysterical about a personal slight? A political issue?

You, as King, sit comfortably in the throne of wisdom, you listen to all sides without blurting out your opinion before everything is on the table. Ideally, you have the equanimity to repeat the best of all sides, then render calm, cool, collected judgment.

As has often been said about deep masculinity – you are the flagpole and the feminine, with all its energy, is the flapping flag. You are the ship, steaming steadily toward your goal. The feminine is the ocean.

Don't be the flapping flag or the stormy ocean.

Approach everyone you meet with an air of warm but subdued curiosity. And see how you can grow wiser from the interaction, not how you can impose your ego or personality in the moment.

There is a great saying:

Who is Wise? He who learns from every person.

When you embody this aspect of your Kingship, it means you are open and aware, not wrapped up in your ego and self-image, and defending your little plot of land on earth like a spoiled child.

Wisdom Practice:

When a woman asks you your political opinion, or it comes up in mixed company – demonstrate your wisdom and authority by outlining the best that each side of an issue has to offer – then offer your decisive judgment

on why one option is the preferable. It is rare that one side *has no merit at all!*

Impetuousness is another characteristic of youth, not of the mature masculine. Make your decisions slowly, with consideration, but make them. Indecision is more unattractive than careful pondering.

Avoid interrupting anyone when they are speaking – especially when they are stating a position that you disagree with. Let them finish. If you can re-state their position intelligently before offering your alternative, all the better.

Here are a few lines from the great Sufi poet, Rumi on Creation and Kingship. They say something important about persistence and the wisdom of slow consideration.

God could have created the universe in a second
Just by issuing the simple order "Be!"
Why, then, did He prolong Creation over six days,
Each one of which equaled a thousand years?
Why does the formation of a child need nine months?
Gradual action is characteristic of the King.
Why did the creation of Adam take forty days?
God perfected his clay by slow, perfect degrees.
Not like you, crazy one, rushing everything always.

*

Irresistible Quality #9

Your Ability to Mentor is Sexy

You have lived a few years and you have learned something. Knowledge and experience are sexy. Your gathered wisdom is a gift to give and you might be surprised at how hungry people – yes, that includes women – and especially *younger* women -- are for what you have to offer.

As I'll show you in the section on Internet Dating, my most successful online profile ever, started with the line:

"I am a man at the height of my powers, and you are a woman at the threshold of your possibilities..."

Now, first of all, I *meant* it and the rest of the profile followed up with this central idea and was in integrity with my promise. Here is the next part of that profile, which was wildly successful in drawing up to 20 emails a day.

I am a man at the height of his powers and you are a woman on the threshold of your possibilities.

What turns me on are people whose hearts are deep and loving, and who dream big – and will do anything to see their visions come to life. I have done it on Wall St, in Hollywood and around the world. Nurturing talent and ambition, finding the glowing gem at the core of a beautiful, ambitious goddess and warming it into life is one of my great passions. Too many people are jaded or negative, but you aren't and neither am I. We will dream together, but with me, you'll get mentorship, creativity, strength and the wisdom of the battle won.

I believe in what I have to offer and I really do thrive on helping people achieve their dreams (as I'm doing right now with you). It genuinely turns to me on to inspire people into new freedom and accomplishments in their lives. And in return I've received emails online such as:

You bio is very inspiring and impressive. I admire a man who is positive, driven and optimistic. It's really sexy!!!! You seem like the type of guy I need in my life. There is nothing sexier to me than a driven man. I myself, know what I want out of life and will stop at nothing to achieve it. I really hope that you and I can get the chance to know each other better.

~Toodles

**

I'm almost finding myself speechless after reading your profile.... you sound like a fairytale dream of life... your profile is what I want! I am unsure if I am what you seek though ... The mentoring is what grabs me most!

~Kaitee

**

Hi There Mr. Adventure,

Reading your profile was enlightening and inspirational because it shows there are still great guys out there with something meaningful to say. A world traveler with a great smile must meet very interesting people and enjoy the many cultures that surround him. Thank God "you" don't seem negative and or full of drama as I can appreciate that being the Goddess that I am. ha! ha! Write me! Have a great day!

**

How are you?

I read your profile – and I must say, I felt you were speaking to me – or about me.

Like you, I am authentic, loving, and kind. What stands out to me the most is "deep" it's amazing how few of us there are out there. And, if you dream big and expect big--big realized dreams is what you get :)

*I am a modest and humble woman with the biggest dreams in the world!
Dreams are made to come true--but you have to make them come true.*

You are a kindred spirit. Hope to hear from you.

~mayra

p.s. did I mention I am intelligent, charismatic, vivacious, and fun?! :)

The key to being an authentically attractive mentor is that you:

- (1) really care about the other person and are desirous of their happiness and success, regardless of whether you “score” or get anything back and...
- (2) are not afraid of being replaced or giving away your best stuff. A king tends to spiral down into being a tyrant when he is ruled by fear – when he is afraid of losing potency.

Notice that neither of these qualities are about sucking power toward you nor self-glorification. They are both about exactly the opposite – **about giving away your best stuff**. Giving your energy for the benefit of others, with full knowledge that you may not gain any more power, or any more life, or any direct benefit whatsoever.

You are literally passing on life-force.

The true king, the good mentor delights in the success of others, is generous with advice, knowledge and praise – authentic praise – and takes consistent, concrete actions that enhance the lives of the others.

The mentor in you is not greedy for attention or gain. You must embody a relaxed sense that all is okay with you in the world.

As you pass 35 and 40, self-gain loses its sexiness. I mean, yes, by all means, you should continue building your wealth and position in the world (without that becoming the source of your self-worth) but you should be equally known for what you *give*.

Here, the key message that you are sending women is that you are **“enough.”** You are full. In fact, you are overflowing.

If, for whatever reason, you are not feeling complete enough at this point in your life, chances are you are not grounded enough in gratitude for what you already actually have.

Sometimes it takes a good bout with cancer to get you there, because it makes you suddenly grateful for all the gifts in your life. Sometimes it is just a well-practiced grounding in a sense of gratitude that can give you the boost from “needy” to “mentoring” energy.

If you feel that you are anxious and even fearful about yourself in this moment in life, take gratitude on as a project – you’ll be amazed at the impact it will have on your mood, your relaxed presentation and your awareness.

Practice: Give Gratitude For 50 Things a Day

This is actually fun. When you wake up, be grateful you get to live another day. Be grateful your feet work when you stand, that your innards work when you pee. Be grateful that you have running water, food in your fridge, a car, a job, an education. Note gratitude for your friends’ friendship and your family’s love, when it arises. Be thankful that food grows from the earth when you eat. That someone invented electric products, transistors, computer chips etc., so you could read this.

When you become attuned to all the FREE gifts you receive every moment of your life, you will leave the scarcity mindset that seeks to get, get, get.

And you will relax into your natural position as the mature masculine of the giving, providing, helpful, empowering king.

Even if you are not rich, you are.

Remember, facts are facts, but it is your mindset that decides the interpretation of facts and *that* is absolutely flexible. Shakespeare said somewhere in *Hamlet* that nothing is, or is not, unless it be so in the mind.

If you want to dig a little deeper and hone your Mentor energy from a sense of your relaxed self-accepting, self-worth, go buy the book Loving What Is by Byron Katie.

In it, she offers a very quick and extremely effective way to turn around any negative or “scarcity” thoughts you may have about yourself. In essence, you are to ask yourself four questions whenever you have a negative thought:

1. Is it true?
2. Can you absolutely know it is true?
3. How do you react when you think that thought?
4. Who would you be without the thought?

These simple questions will help you detach from your opinions that you are not enough in any way at all. Remember: the less you have scarce ideas about yourself and your life, the **more** attractive you will be.

Despite what men like to say, women are attracted to the generous nature in you, not the actual number of dollars you have to give away.

Stay wealthy of spirit inside. Always.

Now I want to add one more idea to your king-mentor power. It's an idea I learned from Dr. Carol Pearson in her book, The Hero Within.

One of the essential qualities of embodying your true Kingship, of being the wise mentor, is your recognition that ***your Kingship is not yours to keep***, and that your power, whatever it is, is something to pass on. It's what I mentioned above about the king descending into a tyrant when he thinks his power is actually his.

How do you accomplish this quality? How do you gracefully release any clench and greed to hang on to power?

The first step is to dis-identify your ego from the king-energy you claim. In other words, yes, you possess it, but you do not own it. You and your life come and go. But the function of the king-mentor stays and is needed, generation after generation.

As Pearson writes,

“Realistic greatness in adult life, as opposed to inflation and grandiosity, involves recognizing our proper relationship to this (kingship) and the other mature masculine energies. That proper relationship is like that of a planet to the star it is orbiting. The planet is not the center of the star system, the star is.”

The planet derives its life from the star. So it is with you.

To access your full king-mentor energy, you must know it is not “all about you.” Rather, you must embrace the fact that you are in service, you are just carrying the mentor power with you right now and it ain't yours to keep. It's yours to give.

There is FAR more power in this detachment from your power than in inflating your ego with what you have to offer.

The king becomes a tyrant when the planet pretends to be a star, which ends in disaster. As goes the saying, “pride goeth before the fall.”

King energy is not tyrant energy. It is, rather, *steward* energy.

It is not for the benefit of you. It is benefit for those with in your realm. And your realm, in any given moment, may be as small as the woman you've just met.

Or it may be a kid in your neighborhood, your family, your workplace, your town, your community, your country -- or indeed this world.

Whatever the size of your "realm," as the bestower of wisdom and experience, you become sexy as the carrier and giver of empowerment.

*

Irresistible Quality #10

Your Ability to Claim is Sexy

"You don't want a rigid man, but you want a man whose heart's courage and authentic truth runs deep. You want a man who feels you, listens to you, considers everything you have said, and then claims you, taking you to where you couldn't tell him to take you, even if you tried. ***He takes your heart to new depths of adventure and openness, and he shows you new aspects of life.***"

- "Dear Lover," a book by David Deida

The king claims. He knows what's rightfully his. It is not an expression of his desire to "get" for himself. It is a claiming that is an expression of your abundant ability to give.

The key here is that you claim justly.

You claim a woman, for example, not for your own sexual pleasure, but because you want to serve her opening, her pleasure, her greatness.

Not to seduce and destroy (see the movie, *Magnolia*, for Tom Cruise's take on the worst of "Seduction Gurus") – but rather to pleasure and delight.

Cultivating this mindset alone will make you stand out from the vast majority of men – and will have the romance-novel effect on women that you are here to claim her as a grand lover.

Done right, claiming is the sexiest thing you can do.

Done wrong, claiming becomes stealing.

The shadow-king claims unjustly, as in the *prima notte* tradition that you saw in the movie, *Braveheart*, where the king takes every bride to bed the night before her wedding.

So let's be clear from the start – you as king – you don't steal. You don't rape. You don't damage. You claim. Justly.

Now, how to do you claim justly?

To embody this incredibly sexy aspect of your kingship, you do it in service to her pleasure, her opening, her experience...

"You can chat all you want, but nothing aligns her as love's light more quickly than absolute presence: gazing deeply into her eyes, touching her with fearless confidence and sensitivity, feeling deeply into her heart without pulling back, claiming her by relaxing as the pervading consciousness that already is entering and opening her, now, before any genitals are even involved."

From "Waiting To Love," David Deida

Women, generally, are ready right now to surrender to love's call.

On one level, it's already happening. Deida points out that women are already being claimed right now by the world around them – by, as he puts it, the omnipresence of love.

They are right there on the edge, waiting for you. They are open to be taken, penetrated, loved – if only you come along -- not with your little hungry dick – but with your vast, loving claim of her, which may absolutely involve sexual penetration...

"Your desire to be claimed by a man's deep love is based in the truth of your heart: You are love. Your love shines as light, so you want to be seen. Your love shows as the full force of surrender, so you want to be passionately entered. In truth, your deep heart is right now being claimed by openness, ravished by the openness of love."

From "Dear Lover", by David Deida

When they are in touch – or get put in touch with the claiming, caring penetration of you – this very moment becomes, for them, a moment full of life, of music, of abandon.

If you can imagine what it feels like to be a woman for a second, Deida is expert in taking you inside her head and heart...

"You long to be claimed, taken open, surrendered blissfully, so that every moment of your life is ablaze as the light of love's passion, an

offering of your heart's devotion, and adoration of love's radiant blessing."

- From "Dear Lover," by David Deida

This kind of language may not do a lot for you, but I have seen many, MANY women literally swoon at language like this.

Claiming is, of course, a dance. She will surrender if she can feel the power and "service" to her of your claim.

"Dear lover, when I look into your eyes, I feel your heart's yearning. Nothing is more beautiful to me than your love. I want to drink your love and dive into your heart and take you open to God. But I need to feel you wanting me to enter you. I want to feel you let down your guard in trust, just a little bit, so I can feel your heart's invitation. Please, open so I may claim your heart."

- From "Dear Lover," by David Deida

Claiming is not forced entrance. It's the response to the subtlest invitation.

It's a world of difference. The difference between eros and rape.

You are not claiming for yourself, note, but as a vehicle of something vaster – of love itself. This is one of the deepest and most important points of Deida's work, as it is of most spiritual traditions: again, you are a conduit of powers greater than yourself. He writes, for women...

"Although you may be reluctant to trust your own love's yearning, your deepest heart waits to be loved so fully that you are opened more than you are willing to open by yourself, blissfully forced open by love's deepest claim, revealed open and held in love's gentle command."

Notice not "blissfully forced open by Steve, or Chuck or Billy-Bob's deepest claim..." but by "love's" deepest claim. He writes for women...

*"At times, you yearn for him. Not necessarily a specific man, **but a force of masculine love**, seeing who you really are, entering you, gently forcing you open with pleasure, massive love, insisting, persisting, unyielding in desire for you, loving deeper into you and opening you, not stopping. You are filled by his love, taken open by his claim. Breathing more and more deeply, your body undulates, pressed open by his weight, filled by love's enormity."*

- From "Dear Lover," by David Deida

In other words, awesome as you may happen to be right now in your life – you are also simply an incarnation of masculine love. Just as your kingship is a temporary stewardship of a life-force that passes from generation to generation, so too your personal claim is the masculine's love's claim, through your body.

Does this sound strange to you? It might. We live in an atomized culture – we all consider ourselves, wrongly, “self-contained units.” We are an individualistic culture, but we are all inextricably intertwined.

Why just try to shove your little dick into a woman, when you can enter, penetrate and fill her as the conscious embodiment of every masculine being who has ever lived?

Does THAT sound strange?

It's okay. But try this. It's an exercise in another program of mine called, Deep Erotic Mastery (www.DeepEroticMastery.com).

Sexual Claim Practice:

For a good 15 minutes or half an hour before making love, stay still, breathe deep and meditate on all the men that have come before you. Meditate on the cavemen and warriors, the scholars and poets, the fathers and valiant young men. Meditate on all the love these men had for their brothers, their wives, their children, their tribes, their families. Meditate on their fearless devotional love, on their births, lives and deaths. Then, as you are making love to a woman, as you kiss, and slowly slide into nakedness, take a deep breath and, as you enter your woman, enter her as *all* men. As all the masculine care that has ever existed on Earth.

You can also do this as all life that has ever existed on Earth.

I can attest to the power of this. You will be filled with a conscious vastness that she will feel. I've literally had women cry and ask, “What did you do?” -when we were finished.

She will feel a depth in you that is so much greater than the standard young guy trying to pop in his cock in yet another hole.

Claim her in the name of all being, of all life, of all men. Claim her as a conduit of a love far greater than your limited life.

***This is an entirely different way to make love.
It is an entirely different way to live.***

Find me a woman who doesn't want to feel this...

“You long to be claimed, taken open, surrendered blissfully, so that every moment of your life is ablaze as the light of love’s passion...”

- From “Dear Lover,” by David Deida

A woman, profoundly claimed and fucked open in this manner, will radiate 24 hours a day in the glow of the gift you have given her.

Claiming is a sure touch and sure penetration. Here are a few other ways of establishing “claim” as you build up to the levels we’ve just discussed.

Claiming Technique 1: Touch Like a King

So many men are afraid to show physical strength with women at the beginning because there are such negative connotations toward rape and abuse. And indeed, just as stupid, unjust wars are the shadow effect of the noble warrior, wrong-touch is the shadow effect of the vital King.

Firm touch is something women often crave, but don’t articulate. So for example, when you first meet a woman and you touch her arm, or shoulder or leg as a way of initiating touch (measuring her response carefully to see if you should escalate to hair or neck) and she responds pleasurably, then you can drop in a “firm touch.” This is a claiming touch.

For example, when you make a point about which you are passionate, put your hand on her wrist and hold very firmly for one or two seconds, firm as a blood pressure test, then let go. Crucial: then move on with the conversation as this highly-sexually-charged touch was nothing at all. Don’t make a point of it. The erotic charge that lingers on her skin and shoots through her body will speak worlds enough.

Claiming Technique 2: Kiss Like a King

I have read so much nonsense from “dating” coaches about getting to the first kiss. They offer so much strategy but it’s actually very simple. Here’s how to do it: you will know when a woman is sending positive signals your way, so when the moment is right (and any moment is right if you do this right), you just say, with directness and calm, “I’m going to kiss you,” “I’m going to kiss you now” or “You are so adorable. I have to kiss you.”

If she says, “No you’re not”, then don’t. Just continue the conversation, and if the attraction builds, you can bring it up again later. Or you can just move on. You have to judge if there’s real attraction.

But if she says nothing, or smiles, or says “okay” or anything else positive, move toward her as if you’re going to kiss her on the lips – then move

fluidly to the side of her neck, just below the jaw-line and press your lips gently, then a little more firmly, then inhale as if you are inhaling her very essence, her beauty, her innocence, her wholeness, then as you exhale, allow your lips to linger almost imperceptibly on her skin.

Then, pull away slowly and pick up the conversation where you left off or change the subject entirely.

If you do this right, as described, you will have accomplished a lot of things:

- a. You have claimed as a King claims. You have shown that you speak directly and that your actions follow your words. You are a man of your word who claims what is his and you determine what is yours – unless and until someone informs you are mistaken.
- b. You have separated yourself from almost every other man who would then kiss her directly on her lips, probably too hard and probably with tongue – too much, too fast. No finesse, no anticipation is left. It would be like jumping right into a steak the second you sit at a table. No bread, no wine, no appetizers.
- c. You will have shown that you understand that a woman yearns to be savored, not used. She is not an object, but an entire landscape, a person-scape, an eros-scape – something to be explored and lingered in. It is a promise of your sensual sensitivity – tempered by the firmness of mid-kiss, showing you are not weak or timid. You HAVE power and force, but you don't throw it around injudiciously. (Remember your Machiavelli here; war is an extension of politics by other means. War is not your first and only option. The wise king uses force judiciously).
- d. You will have shown that you are not needy. You are not 16. One kiss doesn't throw you into a frenzy. You're not scrambling to unhook her bra or your belt! You kiss her, you savor her, appreciate her, drink her in – then direct attention elsewhere. You loved the moment; you are not thrown by it. By doing this, of course, she will want to get that experience back and may even likely kiss you while you are talking.

Claiming Technique 3: Hand to Hand

This one is simple, and you can put it to use minutes after meeting a girl, assuming you're both laughing and having a good time. Take her hand. As you talk to her, turn it over in your hand, examine it, adore it,

even as you're talking. Run your fingertips along her palm and in the sensitive spots where her fingers meet her palm.

Another deeply and complex physical claim I learned from Lance Mason, a wonderful teacher of flirtation. If you are in a fun social situation and a girl says something funny, or tells a tale of triumph or drops an awesome diss – high-five her – then gently grip her fingers, and fold her arm behind her back, where you now have a secret bond. To amp up the sexual tension, turn away from her and talk to the other people in the group.

Now she feels secretly claimed – as if you have a private story going on that no one knows about.

Remember, the worst that can happen is that she squirms free. The best that could happen is that she recognizes you as a subtly confident man who knows how to claim a woman, in public or in private.

I hope that these 10 Sexy Characteristics of the King – along with all the practices included – have given you a sense of what makes you already attractive as a man who is coming into his fullness.

I hope it also gives you a lot to think about – about how to refine your life and your activities so that you are naturally sexy and attractive to great women.

Too many men want to get quick techniques or things to “say” to attract women.

But you will find that by inhabiting these 10 Qualities, you will hardly need to say anything. Women will choose you. They will be allured to you.

They will admire you and feel safe and inspired around you.

My only request – for your success – is do the damned practices. They are there for a reason.

Again, true mastery comes from “doing” not by “knowing.”

You will learn so much about yourself and about women by putting these practices into action.

Okay?

Enough of my soapbox. Now, on to gathering together the power-archetypes of your young life into your full Masculine Presence.

Part II: The Essential “Sexy” Character Elements of Attraction Mastery

As the “King” leader or CEO of your life, of your realm, of your surroundings, you want to have a full arsenal of skills.

To maximize your attractiveness to the highest quality women, you must be able to reach into your bag of tricks and embody the warrior when need be, the lover in you, the magician in you and the hero.

I want to stress that you don’t want to be **limited** by any of these without the others. They are all aspects of the Advanced Masculine – tools to be used when needed. Not identities to define and limit you.

What follows are the key elements of your full masculine, along with exercises to help hone each one.

Sharpen these aspects of yourself and you will evoke the admiration and attraction of women without even trying.

1. ELEMENTS OF THE KING: HONE YOUR INNER WARRIOR

What does it mean to be a “warrior?”

Women want a man who, when necessary, will kill to defend them. The killer in you is sexy – incredibly sexy – to women.

But like all virtues, your warrior-instinct has a shadow side. And because that shadow side is so evident in the random violence and militarism of our species -- just at this historical moment when we need to evolve faster than our technology – women are often rightly suspect of the “warrior” that lurks inside men.

So I want to focus on the **necessary** and **positive** aspect of your inner Warrior. This aspect of yourself is essential to hone in order to attract the best women into your life. Also, you need this from you. Only by sharpening your inner Warrior skills can you really give your deepest gifts to the world.

Can you think of the type of character you see in film: the “reluctant warrior” – you know, the guy who, in the past, has killed for good cause, but who now wants to live quietly with his family. He does not SEEK violence, in fact, tries to avoid it – yet cannot- because, as it happens, injustice now calls him out of domestic bliss to kill again – for a high cause.

You see this in Clint Eastwood's near-perfect film, The Unforgiven. You see it in *Walking Tall*, *Rambo*, *Braveheart*, *Gladiator* – these are all stories that explore the Reluctant Warrior theme.

First lesson for you – as a true Warrior, you do not seek violence. You resort to force when all else fails – the true priority is to keep and **restore order and safety** for the women and children – for what I call your “realm.”

(Remember: start thinking of the people in your life as part of your “realm,” just as a King has a realm. How are you providing for them, creating order and bounty for the people in your life? The more you move in this direction, the more you are taking on the mantle of the Deep Masculine role of “kingship” – something that will inspire enduring devotion in addition to initial attraction from your woman.)

So what does it mean to claim your “warrior” in your daily life and how do women see it?

It doesn't mean you're eager to fight. It doesn't mean you're a bully, or a hothead or provocateur.

Instead, these are the qualities of a true Warrior:

- 1) Inner discipline
- 2) Accuracy and precision
- 3) A bright awareness of all that is occurring around you
- 4) A capacity to withstand challenge and pain patiently and calmly as you maintain...
- 5) Focus and movement toward your highest goals and highest good
- 6) A dogged embodiment **of potency applied toward worthy causes**

If you really want to get to the core of what women find wildly attractive in you, write these qualities down and review them 10x a day!

How are you embodying them at home, at work, when you are out socializing?

These are the qualities that allow your Inner Warrior to be ready to do “noble battle” when it counts. They allow you to be prepared to commit yourself, commit until victory.

There are ways to begin communicating that you are working to embody these noble qualities. If you are dating online, for example, you might want to say something like:

“I have high ideals in my life and I will stand behind them, even if that means going against the grain.”

“I love to come into a difficult situation, get a quick, solid handle on what the problems are, and then cut through to find the best solution that serves everyone involved.”

“I am committed to a daily practice of increasing my health, my vitality, my self-understanding and my growth as a professional as well as a man and intimate partner.”

At the core of this messaging is fearlessness and decisiveness. The core of your Warrior-self.

And beneath, lie two essential qualities: discipline and urgency.

You can cultivate your inner Warrior by amping up your discipline in even the smallest ways...

- Discipline your mind through short meditations (I recommend the powerful book “Meditation in a New York Minute” by my friend, Mark Thornton – SoundsTrue.com) and other awareness practices.
- Discipline your speech by staying aware of the impact every word makes, and by cutting out any self-denigration or self-limitation (*I show you in detail how to do this in my book on online dating, www.DeepOnlineAttraction.com as well as my program, www.InstantConfidenceWithWomen.com*). The core practice is to remove all the kind of, sort of, not really language so many people use today. Never say, “I guess,” but “yes” or “no.” Specificity. Clarity. Beware of qualifying statements.
- Discipline your breathing by taking three deep grounding breaths before any important meeting or date -- bring your full awareness back to the present.
- Discipline your body by eating unprocessed foods, lean proteins. Cut out the crap food. Get trim and vital, and able to move quickly and decisively. Remember, the core of feeling youthful to women is your body vitality – and you can have that into your 80s, if you take care of your body!
- Discipline yourself for success by taking decisive actions toward your

highest goals. If you want to meet more women or that one great woman, deepen yourself daily, write 10 women a day online, or introduce yourself to 10 women in public. The key – take action, after action, after action. This is the seedbed of expertise and success.

- Discipline your “killer.” By this I mean develop skills with which you will be able to defend your woman or your family, if need be. There is a tremendous confidence that comes with a martial skill – whether boxing, muay thai, karate, MMA. Just go start a class this week. And no, hacky-sack does not count. Or golf.

As for urgency, I will go more into this later. But here is a start:

Know that there is only this moment. Your excellence, your ultimate attractiveness to women is not something you want 10 years from now. It's something you want NOW. It's something to create NOW.

Life moves quickly. Ignite your Inner Warrior. And fight the real battle – against your own hesitation, distraction, lack of focus, weakness, fear, negative self-talk and laziness.

Be the man who inspires women. Alert. Prepared. Vital. Disciplined. Ready – right now – to make Good happen in everything you do.

That – is a true Warrior.

Note: there are two elements of the Warrior I want to point out that women look for.

One is that you are **DISPASSIONATE** – that means you don't get caught up with your own emotion or ego – you can enter any situation and cast a cold eye to see what is the right course of action, regardless of your personal investment.

The second is **COMPASSIONATE** – though you may have a cold eye and see with absolute clarity, your heart remains open and you take the well-being of others into consideration at all times. It is the difference between a cold-blooded killer and a servant-warrior.

*

**Warrior Energy is Something You Practice,
Not Something You Brandish...**

“A warrior is not something you become. It is something you either are in the moment or you are not.”

- Dan Millman, The Way of The Peaceful Warrior

You will often hear me mention service to a higher good, a worthy cause, etc. Why is this so important – both for attraction and for life?

-Because a Warrior who is primarily after his own glory (chick after chick, money, fame, things) is, ultimately, a dick. It's Donald Trump instead of Richard Branson.

What's cool about the Warrior practice – and honestly, this may be a relief to you if you look at your life and don't quite feel like a Navy Seal – ***it's not about the victory and the parade – it's about how you conduct yourself in the moment.***

In other words, it's about ***process*** – which means it's about both what you are doing and *how* you are doing it *right now*. You could be the greatest Warrior in history and find that you are starting over from square one – as in the story of the great Samurai who, for years, tracked the murderer of his Lord, but when the murderer spat in his face, and he was about to slice him in two out of rage (reactivity), he sheathed his sword and walked away.

I have heard this from women time after time: they care if you are TRYING. They are turned on if you are turned on by life, refining your discipline, making an effort to be a more noble, disciplined Warrior for what you believe is good, and best and right.

They are turned on by your persistence, your practice, and how your character is revealed by how you pursue your goals. Not if you simply win them through debased means.

I call my men's business, "Approach-Connect-Inspire" as a reminder to men that it is your ability to inspire a woman that is your greatest attractor. That will win you the best women and the deepest, most enduring devotion.

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What the Warrior Knows About Death

I often say that life begins at 40. For me, that is when I became single and so it has special meaning for me. It was the end of 17 years of serving another, and the beginning of truly dedicating myself to understanding what my mission was in the world as an individual.

But for most men, I have come to see that between the age of 35 and 45, we come to it. We're building our ego, building our place in the world, proving ourselves – ultimately to our fathers – find a natural resolution.

At around 40, we find ourselves at midlife standing atop a hill -- behind us are all our struggles, accomplishments and learnings -- and in front of us, lies a downward slope that, when we are honest, reveals to us aging, decay and death.

What ever else may come, whatever challenges and offerings, accomplishments and adventures -- the hill clearly slopes, in temporal terms, in one direction only. The warrior knows this.

"The warrior knows the shortness of life and how fragile it is. A man under the guidance of the warrior knows how few his days are. Rather than depressing him, this awareness leads him to an outpouring of life force and to an intense experience of his life that is unknown to others. Every act counts. Each deed is done as if it were the last. The samurai swordsmen were taught to live their lives as if they were already dead. Castaneda's Don Juan taught that there is "no time" for anything but meaningful acts if we lived with death as "our eternal companion."

- King, Warrior, Magician Lover, Moore and Gillette

I've mentioned the work of David Deida. If you have not read his book, The Way of the Superior Man, stop reading, and order it right away on Soundstrue.com or Amazon. I say this over and over.

He has another book that I find even more useful. I have read it through several times, and have written practically as much in the margins as he has written upon the page.

This book is called, Blue Truth: A Spiritual Guide to Life & Death and Love and Sex. Chapter 1 is called "Love Fully and Die." And from its first words, it is a codebook, a written initiation into living as a *Warrior of the Heart*. It begins:

"You are alive, for now. Feel your heart beating in your chest. Soften your belly and relax your jaw. Feel your heart beating deep in your body, and feel your heart rhythm radiating outward, pulsing in your hands, and feet and neck. Feeling your heartbeat, relax open as if offering your heartbeat to the world.

While feeling your heartbeat as an offering to all, feel how you live your moments. What did you do today? What are your plans for tomorrow? Who do you love and how deeply?

No matter how much money or love you have made, one day your legs will become cold and numb, your heart will stop, your breath will cease, and all will disappear. In some now-moment as real as this present one, your life will end. Are you ready for your death?

Are you ready for the death of your children, your parents, and your friends?

... A life lived well embraces death by feeling open, from heart to all, in every moment. Wide open, you can offer without holding back, you can receive without pushing away. Wide open, heart to all, you are openness, unseparate from this entire open moment. Every part of the moment comes and goes as openness.

Your daughter's smile: temporary, precious, already dissolving. Your lover's embrace: sweet, full, already loosening. Every moment is miraculous and disappearing. Every experience, profound and empty, both.

Life lived for the sake of experience is a half-life, tense, insecure, lonely, and unfulfilled. Your experience cannot fulfill you because as soon as it comes, it is already gone. A thin wisp, the tail end of hope, receding out of reach.

Once grasped, this moment of life burgeons free and bright. Surrendering wide, breathing deeply, offering your heart, you are birthed open as this moment. Death is permission to open freely as love."

There is no objective bar or hoop you have to jump through. You just have to continually sharpen the sword of your actions, mind, words, sexing, business practices. You only need to be committed to pushing to your edge to bring your Warrior aspect in service of your King energy.

Starting – as always – right now.

And over and over again. As Moore and Gillette write...

"When the Warrior Energy is connected with the other mature masculine energies, something truly splendid emerges. When the Warrior is connected with the King, the man accessing these powers is consciously stewarding the "realm", and his decisive actions, clarity of thinking discipline, and courage are, in fact, creative and generative.... His admixture with the Lover energy gives the Warrior compassion and a sense of connectedness with all things."

This is about fighting the good fight – perhaps the most admirable thing, as a man, you can do.

"If we are accessing the Warrior appropriately, we will be energetic, decisive, courageous, enduring, persevering, and loyal to some

greater good beyond our own personal gain..... We will care for ourselves and others. We will fight good fights in order to make the world a better and more fulfilling place for everyone and everything.”

When the Warrior is disconnected from your other energies, however: lover-less, he becomes destructive; Kingless, he becomes wanton; magician-less, he becomes robotic.

And without the lover and king, the warrior hurts women. He uses them, like the Japanese used “comfort women” enslaved out of Korea during WW II – or like any army raping the conquered women.

EXERCISE: How You Can Embody Your Warrior King Today

Let’s get practical...

Here is a list of “realms” where you can bring the alertness, will and edge of your warrior spirit. I have included some suggestions on how to sharpen your edge – moment by moment – that means, right now, today, tomorrow and every day. This is not something you set and forget. It is a code to live by. Feel free to add any further “edge” practices and shoot me an email so I can share your ideas with other men (Adamgilad@gmail.com)

1. You:

- a. Your body: are you disciplined in your eating? Eating slowly or consciously? Eating to serve the higher good of a high-functioning, vital physical machine/lover/world-conqueror?
- b. Your mind: are you watching your thoughts? How is your infantile aspect plotting revenge or denigrating others who have “hurt” you? How disciplined is your focus on your highest goals?
- c. Your words: are you serving others’ good with your words? Or are you splattering “negative energy” because it temporarily makes you feel important.
- d. Your sex: are you serving your lover open? Leading her into deeper surrender by making her feel safe and appreciated (remember: foreplay begins when you open your eyes in the morning! See: www.DeepEroticMastery.com).
- e. Your work: are you in deep service to your customer, your company, your colleagues? If not, how could you outperform?

2. Your family:

a: Have you called your mother today? ☺

b: Can you reach out to your siblings and offer any kind of help – just support, a friendly inquiry, random praise for how they are living their lives, or raising their children – a simple word of appreciation. Can you offer guidance or financial help? How about a gift that would serve their productiveness or joy? Remember: not a gift to make them like you more – but a gift to serve them as “realm.”

3. Your Lover:

- a. What has she been saying she wants that you haven't yet tended to?
- b. What does she need? Medically? Educationally? Luxuriously? What gesture of appreciation can you give her? Something simple like a handmade card? Perhaps a weekend spa retreat (name me one woman who doesn't want or need that)?
- c. Who in her life can use your wisdom, resources, help, guidance? Does she have a family member who could use your help? A friend?

4. Your Neighbors:

- a. Is there an elder who could use help with groceries or tasks?
- b. A fatherless kid who could use someone to appreciate him and play catch with? Read a book to? Give a gift of a meaningful book? Sometimes a 20 dollar investment can change a person's life.
- c. Can you clean the area in your building or neighborhood where no one else will – or arrange to have it cleaned?

5. Your Community:

- a. How can you contribute to the common good? With your time or money? How can you use your skills to organize something for the common good? Who needs the MOST help? If you're a lawyer or biz whiz – can you do one Sunday morning a month in a local café and give advice (legal caveats apply of course) – just to show that you care. That you are taking care of the “realm.”

Own the room you are in. At a party, for example, walk up to a couple of girls, put your arms around them and ask, “is everything going okay tonight?” Even

though you don't own the bar – you assume the caretaker, or steward role. You actually CARE if they are having a good time.

It's like the Boy Scout thing writ large. Do you leave each "realm" in your life better off than when you found it? Put in Jungian archetypal terms: are you leaving your "realm" better off after you eventually release your King energy than when you first began to take it on?

Remember – you will release it. It always goes back to the Source.

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ELEMENTS OF THE KING: HONE YOUR INNER LOVER

*"We cannot cure the world of sorrows,
but we can choose to live in joy."*

- Joseph Campbell

What is it like to be perceived as a powerful lover by a woman – before you ever touch?

They are primal energies she can feel on you – energies of vividness, aliveness, and passion.

Cultivate Your Love of the Feminine in All Its Forms

Whenever you express joy, bliss or enthusiastic gratitude for music, wine, tactile sensations – you are expressing your lover of life. Women tend to idolize men who are sensually aware - the artist, the chef and the rockstar.

It's a signal to her. A man who was alive to his senses, and to all the pleasures that life offers, will likely be an attentive lover and enjoy her of her pleasure centers (meaning her entire body!).

The lover has no trouble playing in the realm of the senses. At his deepest expression, he feels the all in all, sensitive to and delighting in the play of sunlight on the landscape, the textures of clothing, the subtle and sudden sensitivities in a woman's skin.

Exercise: Wine

If you are not used to drinking complex wines, go to wine tasting, or a winery or a wine store – and ask for a truly complex one that shape-shifts in your mouth as you hold it on your tongue and move it to your cheeks.

If you're not great with words, ask for a description or feedback for what you are feeling as you sip and roll the wine in your mouth. Try to feel and then describe the bite, the dryness, the flavors, the sudden appearance and disappearance of its many textures. A good, complex wine will talk to your mouth for a while.

Exercise: Clouds

Outside – look up at the clouds really note the texture, thickness and variation of what's out there. Try to describe it in words. Imagine what they would feel like if they were clothing, if you could touch them. If you could run them across a woman's body.

Start thinking like this. What might anything feel like against a woman's body? Suddenly the whole world looks new. One night, I cut some fennel in my garden and drew the feathery fronds across a woman's body. That subtle touch, plus the heady licorice aroma created an erotic moment that would have been a shame never to experience!

Exercise: Sounds

Any time of day, at the office, on the street, on a walk – close your eyes and listen to every sound: machines humming, voices murmuring, wind sifting, your own breathing, others' breathing. Practice hearing *everything*. You will become attuned to a woman's breathing, her tiniest sounds.

These are exercises to grow your sensual awareness – your lover archetype.

Our culture tends to not trust the lover, tends not to trust nature lovers or artists. We live in a mercantile culture where the well-rounded humanitarian, renaissance-citizen ideal has slowly and sadly given way to a crunched-down consumer identity.

How can anyone linger on the sensual wonder of every moment when they have to be buying something the next? So, please remember that our culture is against you on this one.

It has often been said that nature itself is the great feminine (mother nature, Gaia, etc). To love the feminine in its nature form is to love the feminine in its human embodied form – woman.

Get used to the idea of LOVING the feminine in all its forms.

Practice saying "I love" when it comes to women, but also to the wind, the clouds, birdsong, sunshine, moonshine, dusk, dawn, the smell of grass or jasmine, the

rustle of tree leaves, the swoosh of tides, the grace of deer, old women – it's ALL woman. It's ALL the Great She.

Cultivate and Demonstrate Intuition

There is another element to embodying the Lover – and this one is the power of intuition.

On a deep level, according to Moore and Gillette, a man who has hunches can feel the vibrations of what's going on beneath the surface, a man who mysteriously senses the connection of the all-to-all.

Listen To What's Not Said

Try this as a daily practice: listen to the words that people say but watch which aspect of that person is talking at the moment. Is it her or his pride, malice, ignorance in the moment?

What might another part of the person want to say right now? What is that person unable to say right now because one aspect of them is dominant?

This practice will help you in all relationships to separate the person from the current state of being that is speaking.

This is a huge piece of wisdom!

It allows you to detach from the self-blinding, knee-jerk judgmentalism in which most people engage. *“He’s an angry person. She’s a stuck-up bitch. He’s a bully. She’s cold.”*

These are the kinds of labels teenagers put on each other.

As an integrated, wise and intuitive man, you are expected to know that EVERY ONE OF US is a complex, layered being. That under the angry boss is an insecure man, or someone who may feel unloved and unappreciated. That the cold woman is simply armoring herself against hurt.

By being able to say “it’s just the scared pride in him talking” or “I really get that you’re feeling angry, and I’m also feeling that you feel really hurt – that someone hurt you before and this is reminding you of that hurt,” you demonstrate that you have a subtler appreciation of what it means to be human.

Oh, and by the way, it works on yourself to – and will give you a more regal detachment from your emotions.

It will help you get through life – and especially rough patches when you may be feeling defensive, armored, angry etc. – to detach from your emotional state at the moment, and say, that's just the scared part of me talking, or that's the self-denigrating voice in me that doesn't like to fail – so that you don't confuse your whole integrated SELF with this particular voice inside of you.

Observe Others For Fun and Profit

This ability to read people as a collection of voices (which we all are!), and to spot what's coming out in body language or words is something you can practice in what I call, "The Intuition Game."

It's a way for you not only to "stand on the same side of the fence" of your date or partner, but also to demonstrate your intuition.

In short – if you are in public with a woman, study another couple and "intuit" what you feel is going on there, based on their body and facial language and who's talking. Draw her into a game of intuition. Demonstrate your sensitivity to human interaction by "reading" others.

The fact that you are even interested at all in people is a great way to connect with a woman. Most men just want to talk about themselves.

To develop your lover archetype, learn "intuitive" or soft sciences.

Read Palms

For example, you could learn how to "read palms." It won't take you more than a couple of hours to get the basics, and you can demonstrate skill and authority in this "science" to great entertainment and intrigue to women almost anywhere you go.

Read Handwriting

Same with being able to read handwriting (and for this I recommend the work of Bart Baggett at www.HandwritingUniversity.com). He's got a terrific playing card sized kit called the Grapho-Deck, which gives you the basics of how to read personality in handwriting.

I have seen women gather around as if we were going to give them revelation on Sinai – just to learn what their open loops and high-crossed 't's reveal about their sexuality.

Hilarious – and a very effective way to capture the erotic attention of women.

Here's another practice...

Simple Mirroring

I'll give you a secret – one that never ceases to amaze me. I discovered it online, but find that it is equally effective offline. And that is the very simple technique of mirroring. This falls in the category of “connecting” or “rapport.”

Women will write that they are innocent and shy, but secretly adventurous. So I will write back to them: “I’m just guessing here, but I feel it – there’s something about you that is innocent and a little shy, but underneath, you are really adventurous and want to cut loose! Probably your family didn’t let you, growing up.”

Not rocket science. Yet more times than not, they will respond with “How did you know!” or “You’re so intuitive!” or even – this is my favorite “Wow! You really get me!”

As a man, you get points simply for paying attention.

Love Her Wholeness (Not her Hole-ness)

What is the shadow side of the lover archetype? On the one hand, there is the addicted lover who gets caught up in his own sensual immersion in the world – think of Van Gogh.

It can drive you mad – everything becomes input, distraction, overwhelm. He became overwhelmed by the fragments of reality and could not put the pieces together. Often the shadow lover cannot love a whole woman but instead, fixates on her parts – her breasts, her legs, even aspects of her personality.

Beware of that in yourself. You do yourself a disservice as well as her. Please know that the guy who calls himself a “breast man” or who obsesses over parts is truly afraid of women in their fullness. Note any tendencies in yourself toward that.

See through her parts to the whole, loving goddess that she is expressing as best she can, given her upbringing and kinks in her flow.

Behold her in her fullness. It is a powerful way to love women – and to have women feel the breadth and fullness of your true masculine power.

Love Your Vision

The other shadow side of the lover archetype who is not in his fullness are those who are chronically depressed – the man who has nothing but dissociation from the world, no vision.

The lover is not afraid to be passionate about what he loves.

Accessing your lover means accessing your sense of meaning, your sense of vision – it is the passionate or sensual side of your mission, or purpose or inspiration in life, something that is usually defined as and a masculine thing. But your inner lover is the one in you who is an **idealist**, and a **dreamer** and combined with the king and warrior, you bring life, vision and enthusiasm into the world to serve, ultimately, the power of love.

If you have ever seen a movie where a man confesses his dream to a woman about the art he wants to create, the play he wants to write, the well he wants to drill in that African village, the way he wants to inspire those damned rascally kids – you have seen a woman fall in love.

I like to pull back from the word's purpose and mission – and hit the word's vision and inspiration because there is more heart in them.

If you have a vision with a heart in it – and you can articulate that to a woman – you are well on the way to capturing her heart!

If you feel cut off from your inner lover, if you feel that your life is somewhat rote, and dry and unenthusiastic – give a lot of attention to what your dreams are.

Cultivate those dreams and vision. Take some steps toward them.

Let them feel your passion. They will understand, in their bodies, that this man who is passionate about life will also be passionate in love and sex.

Taking Your Inner Lover To The Deepest Point

Ready to go really deep?

This part isn't for everybody, but I'd be cheating you if I didn't introduce you to these ideas and practices. It is about tapping your deepest, most spiritual ability to love.

So if this kind of thinking or language is foreign to you, just let it sift in, and feel it out later...

Can you love another without sensing any separation between you and her?

Almost all mythologies – the Upanishads, Plato's Symposium, the biblical ur-Adam – intuit that that love is one, that the male and female are originally one body, that the divine is one and that love – and sex – are a way for us to reunite what is originally and best known as one.

Love and sex -- they represent the desire to return to original oneness.

You can learn this from no less sexy a guru than Albert Einstein, who said,

"There is no place in this new kind of physics both for the field and matter, for the field is the only reality."

When you unite with a woman, you are putting together the masculine and feminine into what's known as the "androgynous" (andro = man, gyne = woman).

Joseph Campbell writes:

"If you marry only for the love affair, that will not last. You must also marry on another level to reconstruct the androgynous, to make the perfect whole, male and female."

Ken Wilber writes about David Deida's book, "Finding God Through Sex":

"For many of the world's great wisdom traditions, particularly in their mature phases, sexuality was deeply viewed as an exquisite expression of spirituality – and a path to further spiritual realization. After all, in the ecstatic embrace of sexual love, we are taken up far beyond ourselves, released from the cramp of a separate self, delivered at least temporarily into timeless, spaceless, blissful union with the wonderful beloved..."

So, how do you do that? How do you raise sexing to a spiritual realization of the oneness of all things, or at least, as Deida puts it, "awakening the one of spirit through the two of flesh?"

Big question and big practices, but I want you to have two of the foundational practices necessary.

The first is to uncramp yourself from reduced focus, either on her, or on your sensory experience.

The second is to make love to her as if you are making love to the divine goddess herself (because, in reality – you are) – as if you are making love with the very source of life itself.

And you, as the masculine half, are bringing all the gifts of your masculine, your strength, your care, your direction, your will, your nurturance, your offering of all you are.

Sexual Practice #1 Expand Your Awareness

Deida talks about making love and how attention can be reduced to the adoration of her particular form – especially when we fixate on a particular body part.

He says there is nothing wrong with that, she is beautiful and is making you happy. But by reducing your attention to her form, you have forgotten the larger picture. When it happens to him...

“I have forgotten the expanse of awareness that is the foundation of this moment. I’ve forgotten the depth of love that is the basis of our sexing...”

Here is a practice to unlock yourself from reducing your attention...

“If you want sex to go deeper, move your attention from the surfaces of sex to the depths of free feeling. When you notice your attention stopping at her breasts, relax your focus in two steps. First, widen your attention like a floodlight covering the entire scene. Feel everything, the smell of the air, the position of her feet, the rhythm of her breath. Second, deepen your capacity to feel into your woman. Do your best to sense your lover’s emotions and the flow of energy in her body. Try to feel her innermost secrets, the deepest chambers of her heart. Don’t stop enjoying her breasts; simply keep your awareness so you are also feeling much more. This is how you begin to cultivate sexual depth...”

- From “Finding God Through Sex” by David Deida

Now, as I hope you realize by now, your sex life is not disconnected from your whole life. So to truly cultivate the lover archetype for yourself and for your woman, you need to bring this ability to feel into the full, boundless openness of every moment, any time during the day – and ultimately all day.

Last night, I went for a long moonlight hike with a beloved partner to a place called Eagle Rock high above Malibu. In the silence, with only the occasional wind in the grass or owl alighting, it was so easy to feel the breadth of the moment. Sitting atop that towering rock, which juts high above trails and wild-grass fields, it was very easy to feel what Deida calls *“the spaciousness of every moment.”*

Being out in the wilderness really helps!

But the truth is that with practice I, and you, should be able to do that anywhere. In a doctor's waiting room, at the DMV, in our car, even taking a shit.

It's a matter of practice. It's a matter of intention. Of cultivating the breadth of our consciousness and awareness.

"Most men spend the majority of their lifetime trapped in the seriousness of the game – trying to win financially, sexually, emotionally, or spiritually – rather than relaxing as open beings, living as the spontaneous flow of love, blessing all others with the gift of their deepest presence. It is important for each of us to approach our self-created suffering with great humor and compassion... Once we realize that our suffering is due to being lost in the game, we can relax open as the freedom of deep being."

- From "Finding God Through Sex" by David Deida

Sexual Practice 2: Worship Her Divinity Through Her Body

Think you're just making love to some compilation of neuroses, story, body parts and perfume? Sure, you could do that.

But imagine the pleasure you can give her – and ultimately yourself – if you touched something far more profound in her:

"Practice worshiping and relaxing in communion with the divine through the physical form of your lover. Actually feel your lover's form to be the form of the divine. How would you make love with the most holy of beings? How would you kiss a perfect sage? How would you touch the breasts of the wild woman who eats the stars for breakfast? Even if your lover seems anything but the divine incarnate, practice to feel her as a goddess. If you treat your lover as a closed or unhappy person, he or she will remain so, but if you treat your lover's form as divine, as a sacred incarnation of infinite Spirit, then your sexing will serve to liberate her from anything less. Your lover will be free to be of spirit, devoted to spirit, just as he or she is, without having to fit the peon mold of your need."

- From "Finding God Through Sex" by David Deida

ELEMENTS OF THE KING #3: **BRINGING YOUR HERO**

“Out of perfection nothing can be made.”

- Joseph Campbell

*“We must be willing to get rid of the life we’ve planned, so
as to have the life that is waiting for us.”*

- Joseph Campbell

*“The goal is to live with Godlike composure on
the full rush of energy, like Dionysus is riding the
leopard, without being torn to pieces.”*

- Joseph Campbell

This chapter is about busting out of stagnation. Busting out of mediocrity.
Busting out of fear of not being attractive or worthy.

You are not perfect. You are deeply flawed. You have fears and, in significant
ways, are shying away from the greatness.

You bury your feelings of shame at not living your full greatness. By keeping
busy. By talking. By buying things. By fucking women or trying to fuck women.

But in the quiet moments of your life. Maybe it’s when you watch a truly
inspirational person speak (the founder of the amazing entrepreneurial charity
organization, Kiva, recently did this to me). Or maybe when you see a family
member or old friend – and they remind you that you are, in some way that you
hate, still the awkward insecure boy you were in high school – despite any
worldly success.

And women feel this.

They feel when you are not living your deepest gifts.

***Women feel when you are a coward in the face
of your edge, your greatness.***

And they HATE it. They are so let down by you not living your greatness. They
don’t want to settle for a man who has settled for his mediocrity.

They feel when you have stagnated and you are reaching out to fill a void – OR,
BY CONTRAST – when you are giving your vitality, intelligence and sexuality in
order to serve, expand, deepen, pleasure, raise and en-joy – to give joy – to her
and to all.

Women can feel when you have refused to stagnate and it turns them on.

That should be motivation enough for you. Especially if, at roughly midlife, you feel stuck in a cycle of work and taking care of things such that you feel uninspired.

The Hero aspect of you is the one you awaken to get your inspiration back.

The Hero aspect of you is the part that refuses to stagnate.

It doesn't leap into action right away.

Fascinatingly, the hero always at first **refuses** the call to change, and grow and leave his comfort zone – and then gets compelled to break forward into new discovery and growth – usually by an outside force.

If you're stuck at all today – let me be your outside force!

If you are not familiar with Campbell's telling of the Hero's Journey, you must be.

Here's why. It is the universal story. It is the story told in every culture, from the Haida of Queen Charlotte Islands off Vancouver, to African tales, to the story of Buddha, Jesus, Mohammed, to every movie written in Hollywood.

Here's why:

"The hero's journey always begins with the call. One way or another, a guide must come and say, look, you're in Sleepy Land. Awaken! Come on a trip. There's a whole aspect of your consciousness, your being, that's not been touched. So you're at home here? Well, there's not enough of you there." And so it starts...

Joseph Campbell dedicated his life to teasing out why human cultures tell the same stories globally. In short – they awaken us to our greatest potential – and the niggling obstacles we ourselves put in our own greatness's way.

He writes about that moment in your life where you are thrown off center, when you feel off-center, so that you know -- it's time to go. It's time for a change.

This is when the hero part of yourself grudgingly admits something precious has been lost in your life and you make the commitment to go and find it. You have to cross the threshold into new realms, new practices, a new life. It's a dangerous adventure because you're moving out of the

sphere of the knowledge of you, and your community. Out of what you have known up to now.

If you feel stuck...

If you feel that your life is passing you by...

If you feel that you are too old to attract a woman you find sexy...

If you are afraid no woman will ever love or even fuck you...

If you are coming off a divorce or a job loss...

The hero is that part of you that you need to grasp right now!

It is the part of you that knows, subconsciously, that what seems like a disaster – is actually, when you look at it a new way – the call to your new hero's journey.

What happens on every Hero's Journey? ...

On the hero's journey, magical guides appear to help you – as it turns out, exactly the guides that you need. You will cross into a dark forest or plunge into a sea – the night journey where you experience terror – which is a way of symbolizing that you don't know where you are going yet – you're not even sure if there is an end point for you, or if you will just fail.

You are leaving the zone that you understood. As you advance on the journey, you have to give up more and more of what you're hanging onto.

In stories, you have to give up your clothing, you must try on disguises. (I can't not think of Mystery and his whole "Peacocking" school of pick-up – it is all just a part of a great journey!)

Think of the *Wizard of Oz* for example – how Dot and the gang had to don the uniforms of the guards in order to enter the castle.

On the hero's journey you must penetrate the witch's castle, or the dragons cave – which is all a symbol of your deepest fear (often death, or it's familiar incarnations – a fear of failure, irrelevance, undesirability).

What happens then is you "die" and get resurrected (the old you falls away, the new powerful you is reborn because you've faced up to your fear), you kill the dragon (your fear), you steal the gold (new wisdom), and you complete the adventure cycle by taking the "gold" of your wisdom and replenishing the world from which you came.

Wow.

That is the hero's journey and it is retold in ten thousand ways across the world in every culture.

It is told because, symbolically, it is the story of you breaking out of your cramped place in life right now – post divorce, insecure, fearful, depressed etc. – and it is the light that shines on your road forward.

What are the lessons to learn?

- You must take a step out of the safe circle even though you don't want to.
- You must learn from new teachers you meet on this perilous new road.
- You will be scared but you must keep moving forward.
- You may have to try on new "clothes" – for dating, that means new modes of socializing, forming new groups, altering your conversation and rapport skills.
- You must ultimately face your deepest fear, head-on.
- You must slay your fear when the time is right.
- You must own the new wisdom that reveals to you.
- You must serve the world, not just yourself with your bounty.

Campbell has some gems about what this path feels like...

"There is no security in following the call to adventure. Nothing is exciting if you know what the outcome is going to be. Where there is a way or path, it is someone else's path."

"The very cave you are afraid to enter turns out to be the source of what you are looking for. The damned thing in the cave that was so dreaded has become the center."

"The return from the cave back to your familiar world is seeing the radiance everywhere."

"It may look like a wreck but go at it as though it were an opportunity, a challenge. If you bring love to that moment – not discouragement – you will find the strength is there. Any disaster you can survive is an improvement in your character, your stature, and your life. What a privilege!"

EMBRACING YOUR INNER HERO

Heroes are not only people who grow, and change and take their journeys – they are also agents of change.

There are two important things here – one – you change the world when you change yourself – ultimately, in becoming the best man you can be, finding the great woman you then deserve – you’ve still got to be about something bigger than yourself.

But the other important thing here is that word “agent” – you’ve got to be the active force. And to do that, you must take 100% responsibility for your fate.

There’s a wonderful book I’ve read a few times, going back to my movie writing days, called The Hero Within, by Dr. Carol S. Pearson. In it, she gives it to you straight...

“To claim the hero within, we must let go of our belief that we are victimized if we do not have perfect parents or a perfect job, a perfect government or unending affluence. The very nature of heroism requires us to face the Dragon, not sit around and complain that dragons exist and someone should do something about them.”

The heroic part of you doesn’t whine that the world is imperfect – in fact it lives for adventure. That’s why you invested in this Program, by the way, because you are an action taker. You’re not content to sit around and complain that life’s passed you by, that women are too demanding, that they are bitches, that your kids or your job make dating impossible.

That’s all bullshit. It’s all self-created mind-obstacles – and don’t worry, if you’re still carrying some of them, we will dispense with them in the first Chapter of the Workbook and then again in more depth during the first Month of the Intensive part of this program.

Boredom is your enemy!

Boredom is ultimately only another choice!

Boredom in your life is the slayer of attraction!

Don’t you think women are turned on by a guy questing for something great? Triumph in the business world? Artistic greatness? Excellence in any kind of creation or service?

Of course! These are huge turn-ons.

There’s a reason that movies about bored men who remain in stasis, unhappy, depressed, confused, and bitter – do not do very well.

I ask you right here...

You came to this Program looking to find ways to attract beautiful women into your life and win their hearts, or bodies or both.

Well, this is ground zero.

Are you going to fire up the hero and venture out of comfort?

Are you going to fix the things in your life – whether personal or at work – or are you going to accept mediocrity?

So many men look for the perfect “line” or close to attract women.

This is your line. It is your narrative line – the story that you decide to write of your life every day.

The Heroism of Telling Your Story Anew

Most people are slaves of the stories they unconsciously tell themselves about their lives.

True freedom begins the moment you become aware of the story you’re unconsciously living – so that you can change storylines on a dime.

At every moment, you get to choose your identity. You get to appoint yourself and anoint yourself to be the loving man, successful man, appealing man that women want.

Even if you don’t fully believe it now, the more you embody the belief through your actions and through how you carry yourself, the more it becomes true – for you and for others!

In Hollywood terms, you’re not just the lead, but you are the screenwriter, director and producer of your life.

This is the absolute key point of self-empowerment.

Your experience is driven by your assumptions.

In the GREAT book, “The Mastery of Love” by Don Miguel Ruiz, I learned, once and for all, how each of us lives what Ruiz calls, our individual “dreams.”

Your world and my world are absolutely different, shaped by different upbringings, influences, experiences – and assumptions.

I once developed an exercise for a creative writing class where students wrote their life story in 3 minutes. They read them aloud, laughing and crying at the depth, and beauty and humor of their story. Then I had them write it again – but they were not allowed to repeat ANYTHING. No person, place or thing. After a few seconds of bewildered stares, they started again.

And they were astonished that they could tell an entirely different story – and it was still their life!

Energized, amazed, opened-up, they then read their stories aloud once again – and were amazed at how differently they could tell their life story.

Then I had them do it a third time – no repeats allowed.

I am telling you here and now, and I can't hammer it into your skull hard enough: the story you are telling yourself about who you are – any limitations you are setting at all – it's just a dream. It's just a collection of opinions floating around in your head.

And you're perfectly welcome to tell it an entirely different way.

And it will be as entirely untrue as the story you're telling now.

Especially with the web, you are hyper-empowered to learn anything, relearn anything – a language, a skill-set, psychological insight, the elements of a new personality type.

You can pick up and move pretty much anywhere in the world if you decided to, and find a way to earn money there or online. You have the entire storehouse of human knowledge at your fingertips, unlike every generation that's ever lived.

So don't tell me you are limited, or are a slave to your story as it's been told to you by your parents, or your ex, or your boss, or your buddies or even as you've been telling it.

It's just one way of telling who you have been so far. There are at least 5 other ways.

It's time to undo your assumptions. Ready?

Choosing Freedom

Think of the following six archetypes as six alternative ways of looking at the same movie of your life.

There is a great movie, by the Japanese director Kurasawa called *Rashamon*. Get it. In it, the same violent forest incident is retold before a judge by four different participant-observers. Each story is utterly different – yet none is untrue.

Similarly, I want you to read the following six “story-lines” that you might tell about yourself – and then tell yourself the story of your life as each.

The great gift of this exercise is that if you do this well, you will release yourself from the limitations of what you’ve been telling yourself. You will begin to – or immediately – embody a more expansive self-conception – and women will feel this new freedom and expansiveness on you.

You will grow far more attractive in their eyes.

Think of these six archetypes as “tools” in your toolbox.

Sometimes, when you feel someone is keeping you down, you may need to pull out the warrior in you. But you are not limited to being a “warrior.”

Sometimes, when someone may be hurting deeply, you may need to access your “altruist.” But you are not Mother Theresa. (P.S. that hurting person may be you.)

If your life has reached some kind of deadening stasis, you may need to pull out your “wanderer.” But this doesn’t mean you are a hobo by definition.

These are all merely tools that make you a flexible, more complete and effective adult.

Here are some of the stories you can tell about yourself – as well as the dangers and opportunities of each. Remember – *you are all of these stories* – and it is up to you which one you are going to tell at any given time.

Just don’t get attached to any of them. Practice this, and you will be able to lead your woman out of her self-inflicted limited stories as well – an admirable skill, and one that will lead to her deeper devotion to you.

Your Six Stories

You Are The Orphan

If you are telling yourself the story of “I am an orphan,” then the plot line of you is how much you suffered, how much you struggled and how you have survived. This is clearly an empowering tale to tell. But beware of the shadow of the orphan, the victim. “Everyone is against me. I did it myself.”

The gift of the orphan story to your self-esteem is – resilience. If you feel that you have overcome great odds in your life, whether it is an alcoholic father, poverty or even something like cancer – the attractive quality here is your strength of will, your ability to solve problems, and importantly, your great-heartedness in being able to share that power of resilience with the woman in your life. As the orphan, you know that life can be difficult, but that persistence can get you through almost anything.

The trap, of course, of being stuck in the Orphan story is that everyone becomes your abandoning parent – and you end up turning your intimate partner into another enemy or obstacle over which you must triumph, and from whom you must show your independence.

If you stay stuck in your orphan, you will kill any relationship you enter, because subconsciously, you will always need to break free and be alone, which you believe is your natural, safe state.

You Are Also The Wanderer

The wanderer story you might tell yourself and others is of yourself as the adventurer archetype, the guy who set off new frontiers. The knight, the romantic Explorer.

It's a great story to tell, and women of course find it very romantic – until they want you to settle down and make their babies. Then, that part of yourself becomes the enemy.

The shadow side of this self-appointed character is the guy who loves to be alone, fears intimacy and cannot commit. Men who stay in this stage, or story, tend to live the “I don't need anyone” philosophy, use and leave women, and avoid deep friendships.

For a man who has children, who seeks a woman who has children, you may both have already passed through the “tending the babies” phase and may be ready to re-ignite your Wanderer selves.

What is universally attractive about this story you may tell yourself, and which women may hear from you, is your ability to break through the ordinary, not accept mediocrity, and find the world and life afresh every day.

If you decide to tell yourself this story about yourself, and if you want to develop a lasting intimacy, then you must consciously **welcome your woman** into the adventure of life. Depending on her personality, give her as much an equal role in the adventure story of her life. Do not turn her into yet another stop on the tour that you must escape.

Or you will torpedo your love.

You Are Also The Warrior

The warrior story you probably tell is about challenge and victory.

It is a fun story for young men to tell, because it is the story of self-individuation from the father and from “the man.”

In fact, it feels so good to tell, it becomes a trap later in life. Conquest is incredibly appealing in young man, but it begins to feel like an obsessive desire to hang onto a young role as we grow older.

The shadow side is the conqueror who doesn’t mature or relax into his power – he has to keep conquering. What happens is that he is unable to let go of the conquering role, the reins of power – and so is unable to trust others.

King Lear is the perfect example, and I think Sumner Redstone is the embodiment of the pathetic warrior who has not evolved – who is stuck in warrior mode. His children are at war with him, he has ridiculous red dyed hair in his 80s, and nothing seems to turn him on more than putting on his armor and fighting one more battle.

At some point the eternal warrior becomes Don Quixote, tilting at windmills.

So your warrior self must be tempered with kingship and your lover self.

The warrior story you tell yourself is ultimately about proving your worth against others.

But at some point, you must temper your telling yourself and others your warrior story with the assumption that you have already proven your worth. The prince needs to prove his worth. The King quietly knows his worth.

Although I personally think he is an most vile incarnation of the king archetype, you never see Dick Cheney blathering on about why he is right – he clearly just quietly knows he is right and everyone should step in line. The man understands his warrior-king archetype.

If you have been telling yourself your warrior story for most of your adult life, and like to tell women about how you’ve conquered the outer world as your foothold, as your self worth, try to now tell yourself how your warrior-self has evolved, as you’ve entered your 30s, 40s and more so your 50s – how you’ve grown your heart into greater kindness, self acceptance, generosity, without expectation of return and love. This is the ultimate warrior's victory.

This is the ultimate knight's service – to a greater cause.

Also, if you have been telling yourself the warrior story – allow yourself to retell your life story as the altruist or the innocent, the next two archetypes.

Telling the story of the altruist helps you take your focus off yourself, and the telling yourself the story of the innocent allows you to recognize and appreciate what you have *received*, rather than what you have taken.

In this balance, there is great wisdom the erotic appeal of the King – as well as inner peace. You don't have to carry your sword forever.

You Are Also The Altruist

The Altruist in you tells the story about how you give your energy, intelligence, heart and life in service to others. Told the wrong way, clearly the downside, or shadow of this story is victimhood.

The man who tells this story in the shadow form is constantly looking for reaffirmation of his words from others – and this will not be appealing to women of high self-esteem.

It will appeal, however, to other altruists also living in their shadow – and what you get is a victim-fest. Told well, you can tell your life story as a beacon of compassion.

If you are a schoolteacher, or in the health professions, for example, you can tell a strong self story of compassionate altruism. Your job in this exercise is to prevent yourself from tipping over into altruism as ego trip.

If you are going to present the Altruist side of yourself, you must also have some selfish Warrior going on, or a woman will feel that you will give yourself – and anything you build together — away.

This next section is for you if you, like me, were married a while and did everything you could to please your woman.

Or if you are a “pleaser” or “nice guy” who ends up squelching your own needs and life force by subsuming your mission and inspiration to another person or other people.

Or maybe you've just been a great and devoted dad for a long time, they've grown up, and now you're trying to remember what YOU are about, what inspires you for you.

If you are giving too much weight to your inner Altruist, you may be trying to prove your self-worth by, as U2 sings it – “and you give yourself away.” That song used to rip my soul out – that’s how I felt.

When you give yourself away, you are not only ignoring what you must do for yourself, but also you may be smothering the target of your good deeds – your girl, your kids – by not allowing them to create their own lives and grow.

One of the greatest expressions of what you have to do is found in a poem by Mary Oliver called, “The Journey.”

If you tend to be an out-of-control altruist, print it out and read it daily. If you meet a woman who is dragged back by her self-obliteration by over-serving others, read this to her in the context of support of her individuation and self-worth. I guarantee you she will cry, or at least be deeply touched by your faith in her internal power. Here’s the poem:

The Journey

One day you finally knew
what you had to do, and began,
though the voices around you
kept shouting
their bad advice –
though the whole house
began to tremble
and you felt the old tug
at your ankles.
“Mend my life!”
each voice cried.
But you didn't stop.
You knew what you had to do,
though the wind pried
with its stiff fingers
at the very foundations,
though their melancholy
was terrible.
It was already late
enough, and a wild night,
and the road full of fallen
branches and stones.
But little by little,
as you left their voices behind,
the stars began to burn

through the sheets of clouds,
and there was a new voice
which you slowly
recognized as your own,
that kept you company
as you strode deeper and deeper
into the world,
determined to do
the only thing you could do –
determined to save
the only life you could save.

Mary Oliver

That is some powerful medicine!

You Are Also The Innocent

The innocent is the part of ourselves that experiences the grace of the world, the perfection of the child loved by his parents, or Adam and Eve in Eden before they got munching.

The innocent is aware of the bounty and gifts the world has given him.

The shadow side of the Innocent in you is denial – trying to look good, perfect, whole – when in fact you are wounded, hurting, or simply afraid of seeming imperfect.

In our strange American culture, you see this shadow by those who flaunt their self virtue, jingoistic patriotism or religious correctness. Now, I am all for virtue, healthy patriotism and spiritual connectedness – but when you see people wielding these things like a hammer to crush others, you are seeing the shadow of the archetype of the innocent.

They are hiding their complex selves behind a monochrome show.

If you are telling yourself and women the story of your perfection, whether of ideology or personal story – (i.e. “The divorce was entirely my ex-wife’s fault!”) -- know that you are hiding your ability to self-accept on some level.

The temptation of telling yourself the story of the innocent is to ignore your true pain and suffering – which guys love to do.

The orphan in you loves to tell the story of pain and suffering because there is someone to blame.

When you embody your Innocent archetype, you look for the grace, wisdom, or lesson in everything around you.

At its best, the archetype of the innocent in you is always ready to **receive** wisdom and to choose the best path forward. It is a part of you that says, I am open, I am ready, I blame no one, anything is possible – and I am the master of the road I choose.

One of the gifts of running the Innocent narrative; is that as the innocent, you do not blame, conquer, or escape.

Rather, you go inward to see what inner change might produce outer change, because your inner assumption is that Grace and Paradise is possible and close at hand. As the innocent, you accept that there is great good in the world, and redemption no matter how difficult times may get. Call it God, spirituality, the bounty of nature, time healing all wounds – love is all around. This is a very useful tool to have when things look dark.

The Innocent is not very useful if you are in an abusive situation – this is where you must call upon your Warrior or your Wanderer, so you can fight or take off and leave your abuser behind.

But in a situation that *can* be solved, where good people are struggling to get along, the innocent is the part of you that trusts yourself to discover a beautiful way forward.

Pearson gives some great exercises to help you access your inner Innocent...

Exercise 1. Every day, take every opportunity to appreciate what you have. Take every opportunity to thank people who are helpful to you. Call your parents. Call an ex-teacher. If you really want to leap ahead, call your ex, and find something to appreciate about her some gift she has given you. Essentially, this is the gratitude exercise I've offered you earlier – just here she recommends sharing it with others.

Exercise 2. If you have a problem or challenge, close your eyes and imagine the vision of the ideal outcome. Then write it in the present tense as if it has already been accomplished. Say it aloud. This has the power to shake you out of the spin cycle of anxiety and move you into a more helpful state of grace.

You Are Also The Magician

You access your Magician archetype when you vision a better way to do anything and then conjure magic in the world around you to help create that vision.

At its best, your magician aspect inspires people to take action toward your vision.

At its worst, your magician manipulates others to their detriment in accordance to your selfish will.

Sound a little esoteric? Just think of figures whom have created something out of what seemed like nothing at the time.

Merlin, hiding in a cave from the worst of the dark ages, had a vision of Camelot, then gathered Arthur and pals, each of whom brought a distinct quality and the result – by combining leaders with this variety of virtues - was to bring order, peace and prosperity out of darkness.

So too, your inner magician can assemble your own virtues and qualities to create the life you actually want.

Nelson Mandela held a vision in his long, dark imprisonment, and by the inspiration of his inner magician, transformed a hideous country into a somewhat slightly less hideous country.

Every great teacher movie, *Mr. Holland's Opus*, *Stand and Deliver*, *Freedom Writers* and my own TNT film, *The Ron Clark Story*, inspires audiences by showing a magician-teacher transforming lost, depressed or forgotten children into empowered successes.

Your inner magician is the part of you that can transform lead into gold, boredom into energy, dead-end jobs and relationships into new beginnings.

It is the part of you that can transform a classroom, a workplace, a neighborhood, community or country – or even more difficult, your own intimate relationship (☺) into something bright and inspiring.

It also happens to be the part of you that can transform an unsuccessful dating life into an ideal one!

What your magician can do is to take an honest assessment, and take responsibility for making choices. Unlike the Warrior, this part of you doesn't simply conquer.

It may not even know all the answers, but with a clear vision of where you want to go, it starts mixing and matching like an alchemist – and making miracles.

Like the Innocent, the Magician is aware of, and claims a piece of a greater goodness, a greater power. But where the Innocent is more a Taoist, going with the flow, the Magician takes responsibility for taking that flow and shifting the world to benefit from it.

Jesus turning wine into water, Moses parting the Red Sea, the Buddha slaying demons – these are all magician archetypes conjuring up powers outside themselves to effect great change. Not that they are all aligned with greater powers. It is not ego; it is not paltry manipulation of others to suit your petty desires. It is the ability to change the world.

Now for those few of us who are not Jesus or the Buddha, let's remember that they each went through their ordeals. They did their 40 nights in the desert or 40 days in silent meditation warding off demons. They put in their time and their work. Just as you must. That means workshops, adventures, altered states of various kinds, spiritual journeys, edge-testing or whatever it is that jars you out of reliance on your habitual, limited powers, and imbues you with a whole new level of knowledge.

Shamans, the great spiritual magicians of traditional cultures, do not depend on their book learning! They travel “between worlds” – something that may require ascetic practices or entheogens like peyote, San Pedro cactus or ayahuasca. (“Entheogen” literally means “God within”).

My experience with each of these, especially Ayahuasca, is a profound humbling of my self, my ego and an opening to a pouring in of visions, wisdom, self-understanding (many of which I wouldn't be willing to hear in a “normal” state) and perspective on mind, birth, life, death, matter and possibility.

I could not do what I do, I could not live as I live, I could not teach as I teach if I had not gone through these profound transformative “shamanistic” or “magician” initiations.

You're on your path too...

It was the magician part of you who invested in the raw materials of this Program. Now, your magician will create a great online profile that shows the most inspiring part of you, it will create your own local Facebook passion-group, meet-up or cocktail hour.

Your magician will dive deeper into transformative work because you know you are always evolving and strive to be a better man.

And if you need it, ask your magician self to access your Warrior self to make SURE you transform your life because you know -- this is it.

As they say, life is not a dress rehearsal. It's now or never.

If you need it, you will access your inner Altruist to show compassion for yourself so you don't judge or berate yourself for not being further along. You just start NOW.

Do you see how it is necessary to understand your different inner archetypes? People who get stuck in life, get stuck on the idea that they are one thing or only have one skillset. If you don't feel strong or innovative enough to go sign up for a transformational workshop, or a boxing class, or tango or craft a great online dating profile – because you're sitting at work under awful fluorescent lights – reach for your sleeping archetypes.

Or recognize your friends as strong incarnations of them and get them to kick your ass, or inspire you to take action.

Just take action!

Your inner magician makes miracles happen.

My inner magician turned me from a depressed divorcee who thought his life was over, who thought no one would ever date an overweight, balding guy who was broke and who couldn't keep his family together into a vibrant, involved dad of two strong, passionate sons who still like to hang out with him, and who dates the most beautiful, sexy, vibrant, adventurous, self-expressed women in the world.

It is a miracle that didn't happen overnight, but came through warrior ordeals of intense learning cycles, workshops, the fire of relationships, reading, testing and pushing my own limits. I dated women I thought were way out of my league and raised my standards. I booked crazy adventure travel trips not knowing where I'd end up. I signed up sight unseen for a workshop on sacred intimacy because a beautiful redhead called me after she completed it and said it was like having a full weekend orgasm. Enough for me.

It also helped that I had two sons looking up to me, and that I had to be a role model for self-invention. If I wanted them to be great men, I needed to model that for them. Even when I felt I couldn't do it, I pushed myself into new areas.

If you are at all stuck in your life or unhappy with anything about your life, I urge you to activate your inner magician, the part of you that makes change happen.

If you're feeling out of balance in any way, your magician will look inside and see what you can change inside – free of blame of the outside world. The outside world, including other people, becomes raw material in your magician's world – what will you create from it?

Now, there is a shadow side to magician as there is a shadow side to every aspect of you.

Essential to the Magician in you, if you are not going to take it to the dark side, is humility. In most traditions, fessing up, confession, repentance, forgiveness and self-forgiveness are part of this initiation.

The power you wield as a Magician cannot be for your selfish gain. It is part of your greater Kingship and ultimately, your self-transformation must serve those around you.

The inspiring Magician in you knows that true power isn't power over, but "power to."

When you try to get power over people, you crush them and you lose your true self. It never ends well. Men who focus on gaining power over women to date them, or bed them or control them hurt women and themselves.

Men who focus on their power to create a great, happy, self-fulfilled and inspiring life draw women at every turn – and continue to inspire them into deeper devotion.

When you transform yourself, when you inspire yourself – you inspire others.

In fact, I have found that this is one of the most attractive things possible about you.

Inspire women with your Magician self. Hold a high vision. Take 100% self-responsibility to transform the lead parts of your life into gold. Don't settle for any mediocrity in your life at all.

Transform your frightened closure into open-hearted embrace of all life, all experience and all people.

Take responsibility to make your greatest dreams come true. Even if you don't make it happen in the end, you've walked the noble path and inspired those around you.

You didn't trudge through life on a treadmill of mediocrity like Dilbert. You lived boldly.

A friend of mine recently died, and his kids are amazingly okay. Why? They knew he lived full out. He built empires and lost them. He got his black belt and killed members of a gang who jumped him and his family coming out of a restaurant. He loved, he adventured, he never held back – and when he died – his kids didn't mourn so much as celebrated his life. It was kind of hard not to.

Okay, let's get practical...

Here are some ways to access your inner Magician...

Exercise 1: Join a men's group or a mastermind.

As Pearson writes in The Hero Within, "No one creates paradise alone." Her description of Merlin and Camelot is useful. Merlin held out the vision, then slowly assembled all the parts. You can't be Merlin, Arthur, Guinevere, Lancelot, Galahad etc. You have all these aspects in you, but you must also lean on the shoulders, sometimes, of a great collection of others for guidance and ideas to get you where you want to go.

Just recently, I was set to be in the room with a guy who has done me public damage and disservice as part of his manic desire to ruin someone I worked with – and my desire was rather than take out my Warrior and kill the sonofabitch, I wanted to transform the meeting into an opportunity to bring light, to maybe show him life is more than a grudge-match, and to inspire him to a higher path.

So I called a friend of mine who is a deep, wise, meditation teacher for advice and he gave me a practice to prepare me. I didn't call my black belt MMA instructor!

Gather great teachers and friends, and give them the opportunities to share their gifts with you. Be an open vessel to learn.

You can check [Meetup.com](https://www.meetup.com) for men's groups – or check out the Mankind Project or local Deida-inspired men's groups. There is also something called the Sterling Men's group, which I'm told is very good.

The point: Find good men who are also determined to live their greatness – and to take responsibility to transform mediocrity into inspiration.

Exercise 2: Write an Ideal Vision of Your Life

Really put it down on paper or on computer. Describe in DETAIL the love life you most desire. The work you most aspire to. The relationships with your family. Your ideal health. Your ideal learning schedule. Your ideal travel. **Then make one move every day in the direction of each**, no matter how small. I'm sick of this quote by Goethe because I've heard it so many times, but it is TRUE!!!...

*"Whatever you can do, or dream you can,
begin it. Boldness has genius, power, and*

magic in it.”

Take action. Take action. Take action.

Exercise 3. Admit Your Shadow Tendencies

This is a humbling one, and an honesty one, because you cannot be a transformative magician unless you balance your inner world first. The exercise is to name three people who piss you off and see what in them exists in you.

Because whether you like to admit it or not, you are seeing your shadow and that is what's pissing you off. If their negative quality didn't trigger that same quality in you, you would feel nothing but sorrow or compassion for them!

Your job is to first acknowledge that you possess the shadow of what you hate, and your second job is to identify the positive version of that shadow and bring it out into your life.

I'll give you a personal example. I once entered an Ayahuasca ceremony with the request to find peace and forgiveness with my ex-wife. I was carrying a lot of anger and wanted to release it once and for all. During the 5- hour journey, Ayahuasca showed me, point by point, how every single quality I detested or resented in her already existed in me before I even met her! Arrogance, selfishness, the need to be right – *I was shown examples how I already was each of these.*

The result: I had to laugh. Because suddenly it was so obvious: I was resenting in her things I was embarrassed about in myself. Humbling, yes, and freeing! This is the path of the Magician, whether you used earth medicines as helpers or not.

Exercise 4: Hold To Your Vision, Without Making Others Wrong

Practice standing up for your principles or values without making any one else wrong. Use the language of “this is my vision” rather than “this is my moral stance.”

Moral stances have a way of becoming fundamentalist, have you noticed? Doctors who perform abortions are murdered. Towers are brought down. Bombs go off in marketplaces. These are acts of people who are locked into their morals, ego-attached to their ideas -- and need to impose them. The world has had enough of this bullshit.

Instead, be light with your vision – hold it out there, follow it, inspire others to follow their highest vision. Here, there is great power, and magnetism.

YOUR STORY, YOUR CHOICE

As you can see, how you choose to tell the story of yourself to yourself and to others utterly shapes how you relate to women, how they relate to you, how you unconsciously block your growth and how you open new avenues of growth.

Each of us, ultimately, sees the world as nothing more than a mirror of the dominant story we are currently telling...

“When we are in the wanderer stage, the world is full of suffering. When we move into the warrior stage, then the world miraculously changes with us and confronts us not so much with catastrophes as with challenges. In the altruist stage we find ourselves surrounded by people needing love and care at every turn. As we enter as a magician stage, we encounter situations and people needing to be transformed...”

The *danger* of seeing the world as a mirror of your inner story becomes most acute in intimacy.

You must avoid projecting your story onto your intimate partner.

You must always remember that she is living her collection of archetypes, telling her own story – and you must forever remain curious as to how she is telling it herself, rather than trying to impose the needs of your story on her.

This is why understanding archetypes is so essential to finding, creating and sustaining love.

Because we are all lying to ourselves in our own creative ways!

As a man over 35, you will find great dignity, power and appeal to women when you are able to recognize which of these archetypes are arising in yourself, or in her, to meet the challenges and opportunities that come up every day.

If you can recognize and appreciate her warrior rising to challenge an idiot boss, for example, and then recognize and celebrate her altruist as she takes time out of the day to care for her sister, you are not only building a foundation of love, but you are also giving her the gift of freedom – freedom from her own self-limiting stories.

It's a great and boundless feeling to sense that you have all these inner resources. This archetype work, therefore not only empowers you, but empowers the women in your life.

In Conclusion...

HERE IS YOUR CALL TO IMMEDIATE AND CONTINUAL ACTION

The Way of the Inspired Man

If you have been to college in the last 20 years you have heard about the horrors of the patriarchy, which dominates and subdues women and nature – the feminine in all its forms.

It's been suggested, and I think this important, that what we call the patriarchy is actually not the rule of the mature masculine: not a patriarchy, but a puerarchy - (puer = boy) -- the rule of boys (as in Lord of the Flies).

It's up to you to reclaim the true integrated generative masculine – which includes wisdom and nurturing, intuition as well as knowledge, your fierce warrior for the good as well as your tender lover – all tempered by humility and a devotion to service.

We, as men, must take responsibility for the destructiveness of the immature forms and shadows of the masculine that dominate and shape so much of our world today.

You don't do this by being apologetic for men. Instead it is up to you to take a stand for the integrated, inspiring mature masculine.

If you and I did more of this, it could lead to what Joseph Campbell called...

“...a world-wide awakening to a kind of initiation that would rally a deep inhuman sense of responsibility and maturation.”

How does that sound to you? Like a worthwhile goal? Something that inspires you? I guarantee it will inspire quality women when you meet them.

So my last word here is – get inspired.

Have a goal that inspires you with regard to your body and vitality.

Have a goal that inspires you with regard to your knight and hero – aim to accomplish something BIG.

Have a goal that inspires your lover – grow your sensual love and appreciation of this world – indulge in some wine-tasting, some chef-work, learn tantric massage, plant an herb garden and enjoy the incredible aromas.

Take action. And follow through.

The more you love life, the more love you will attract – effortlessly.

Here are a few more exercises to spur you forward...

1. Study and Admire Great Men

One lack in this culture is that families are split up, generations are separated, elders rarely see children and we don't really learn from each other inter-generationally.

We, as men, need to look up to other men, both living and dead. Read their biographies, Google them; if you're on Netflix, put documentaries in your queue and become familiar with both their words and their deeds. I personally like to memorize snippets of Shakespeare, or great speeches.

When you can repeat the words of Martin Luther King or Abraham Lincoln, recite the opening of the Declaration of Independence and think of Jefferson's fire, get to know the depth and poetry of the Buddha and recite a few lines of the Fire Sutra, the passion of Isaiah and recite the mighty lines of his call for Justice, know the key moments of your favorite business leaders (I have read Richard Branson's Losing My Virginity three times), or study the doggedness of great scientific greats – you will be hanging out with superstars.

You will be absorbing their wisdom and their greatness. It will become part of your synapses. Your oxygen. Your reality. And being in your greatness will feel more natural than ever.

Conversely, stop reading and listening to the blowhards in the media.

You want to be inspiring to women? Spend time immersing yourself in the minds and deeds of inspiring men. And act to inspire yourself.

2. Invoke Your Private Board of Advisors

Invocation is a conscious, focused method of ***calling up the image*** of the archetype you would like to see in your life. At the time you most need it, you "invoke the warrior," for example. Say you have to break up with a woman and you don't want to cause her excess pain. You know telling the

truth will be excruciating, but that, in the long run, it will save her pain. So you call up the Warrior to get you through it.

This process is almost like an actor calling up the spirit of the character he wants to embody. It's almost a game, something children do, to "experience" the qualities of the heroic archetype they want to embody.

Here's a grown up way to do it...

Collect visual images of the purest incarnations of each archetype to you. Create files – and patch in photos and articles for each archetype.

Then, when you need some inspiration, you can open your file and immerse yourself in the archetype itself and its representatives. These are some ideas, but you can add your own...

If you want to get through a tough task...

The Warrior: Braveheart, Ulysses S. Grant, Marcus Aurelius, Stonewall Jackson, Malcolm X, Muhammad Ali, George Washington, Samurai, Bruce Lee, the character Maximus from Gladiator.

When you want to bring full presence and sensual attentiveness to a woman, call up...

The Lover: Casanova, Warren Beatty, Romeo, Krishna (look him up and pay attention to his milkmaids!), Jackson Pollack wildly splashing paint on his floor canvases, Miles Davis, pulling gentle beauty from his trumpet.

When you want to "magically" transform a situation, call up...

The Magician – think of Michael Jordan, Kobe who can drop a 3 pointer at the buzzer, Oprah who can start a mass movement with one episode of a show, Robin Williams, who can find humor in anything (Jonathan Winters for the real old timers here!) Jesus, Buddha.

When you want to summon up your deepest strength and wisdom...

The King – Marcus Aurelius, Solomon, Jeff Bezos, Steve Jobs, Ashoka, King Arthur, Roosevelt (either).

Who you gonna call? Not Ghostbusters. Call up men you admire who embody the different archetypes.

Let them be your “inner library,” your inner “Board of Directors.” When you need them, they are there for you.

In other words, ask yourself when you feel you need to summon up a boost...

WWMKD? (What would my inner King do?)

WWMWD? (What would my inner Warrior do?)

WWMLD? (What would my inner Lover do?)

WWMMD? (What would my inner Magician do?)

You will find freedom and fresh ideas by getting out of your everyday mind and letting yourself dream a little.

3. Act “As If”

This is the old “fake-it-till-you-make-it” process.

If you’re pretty lazy by nature, commit to a trainer and train 2x or 3x a week, as if you were heading for the Olympics. Don’t miss a session, no matter what. Do 20 pushups every morning before you do anything.

If you don’t feel artistic, if sunsets don’t really grab you, get out there and really sit with the sunset and feel every nuance and shift of color. Try to describe it in words to yourself. Practice speaking sensually.

If you need to access your warrior but you really don’t feel like fighting – get yourself into a martial art or boxing class. The carry over is amazing. You will find that you will be taking action in other areas of your life.

It is my expectation that your getting deep into the various masculine energies as we’ve just done, has already seriously expanded your sense of your worth, your gifts and your capacities.

And you would be justified in feeling this way. Too often, we don’t know our own worth until its reflected back at us. And I can tell you this – the more competently you can talk about the aspects of the masculine and how you honor them in your life, the more women will respect, admire and feel attraction toward you. Deep self-understanding is sexy – and unusual among men, who rarely take the time to dig deep.

**Live The Way of the Inspired Man --
Inspire Yourself; Inspire Women**

In stepping into your full manhood, into your greatness, it's both helpful and important to remember that you are not the first, and that you have tremendous resources to support you, including this program.

As Joseph Campbell wrote in The Power of Myth, the task of life is a grand adventure...

"We have not even to risk the adventure alone, for the heroes of all time have gone before us. The labyrinth is thoroughly known. We only have to find the thread of the hero path, and where we had thought to find an abomination, we shall find a God. And where we had sought to slay another, we shall slay ourselves. Where we had thought to travel outward, we will come to the center of our own existence. And where we had thought to be alone, we will be with all the world."

Your self-development, your continual busting through your edges of knowledge and experience, your cultivation of more and greater inner resources, your "slaying" of your shadow sides, of your fears, of your self-limitations – this is what will distinguish you immediately and enduringly from 95% of men.

Your enthusiasm, your vitality, fed by breaking through into new levels of your own development will radiate from you as the life force – whether you are 35, or 45 or 65!

You not only experience life more fully – you bring life into your world, into your "realm."

As a full man, entering your King energy, anytime you identify a wasteland element in your life – illness, boredom, lethargy, alienation, emptiness, loss, addiction, failure, anger, or outrage – it is time to take a journey.

You can be called to the quest by this kind of dissatisfaction or simply a desire for adventure.

"By experiencing your own metamorphosis, you can contribute to the transformation of all the social systems of which you are part: family, school, workplace, community, and society as a whole."

"Heroism is contagious."

The point here is that you don't grow and live an inspired life simply to make a show of yourself to women (or to anyone, for that matter) - but also to lay the path, set an example and inspire them to live their highest and best possible lives, themselves. Says Pearson:

“If you examine your life, you may notice that this same pattern has been true for you. A family member, a friend, a teacher – anyone at all – who had exemplified the heroic life blazes a path that makes yours easier. You also may notice that every time you take the risk to be true to your own soul... your example helps others to do likewise. When you notice this pattern, it becomes easier to have absolute fidelity to your own path without fear that doing so is selfish. We can do nothing better for others than model the authentic life.”

By embodying the hero, you encourage others into their heroic paths. You are not looking for admiration, but ultimately, gratitude, which leads to something far more beautiful and satisfying: *devotion*.

This, at last, is the ultimate win-win in life.

You, by your example, change the lives of the women you meet.

By inspiring yourself, you inspire your woman. And by inspiring your woman, you raise what is commonly called a “relationship” – into devotion.

Please put the exercises of this book into action for yourself

Step outside of your safe circle and grow boldly.

And may you create and find a life full of the luscious reward of a magnificent woman’s full, relaxed, trusting, vulnerable, freely-offered, celebratory devotion.

Your friend,

Adam Gilad

The Book’s End
is
Your New Beginning ...